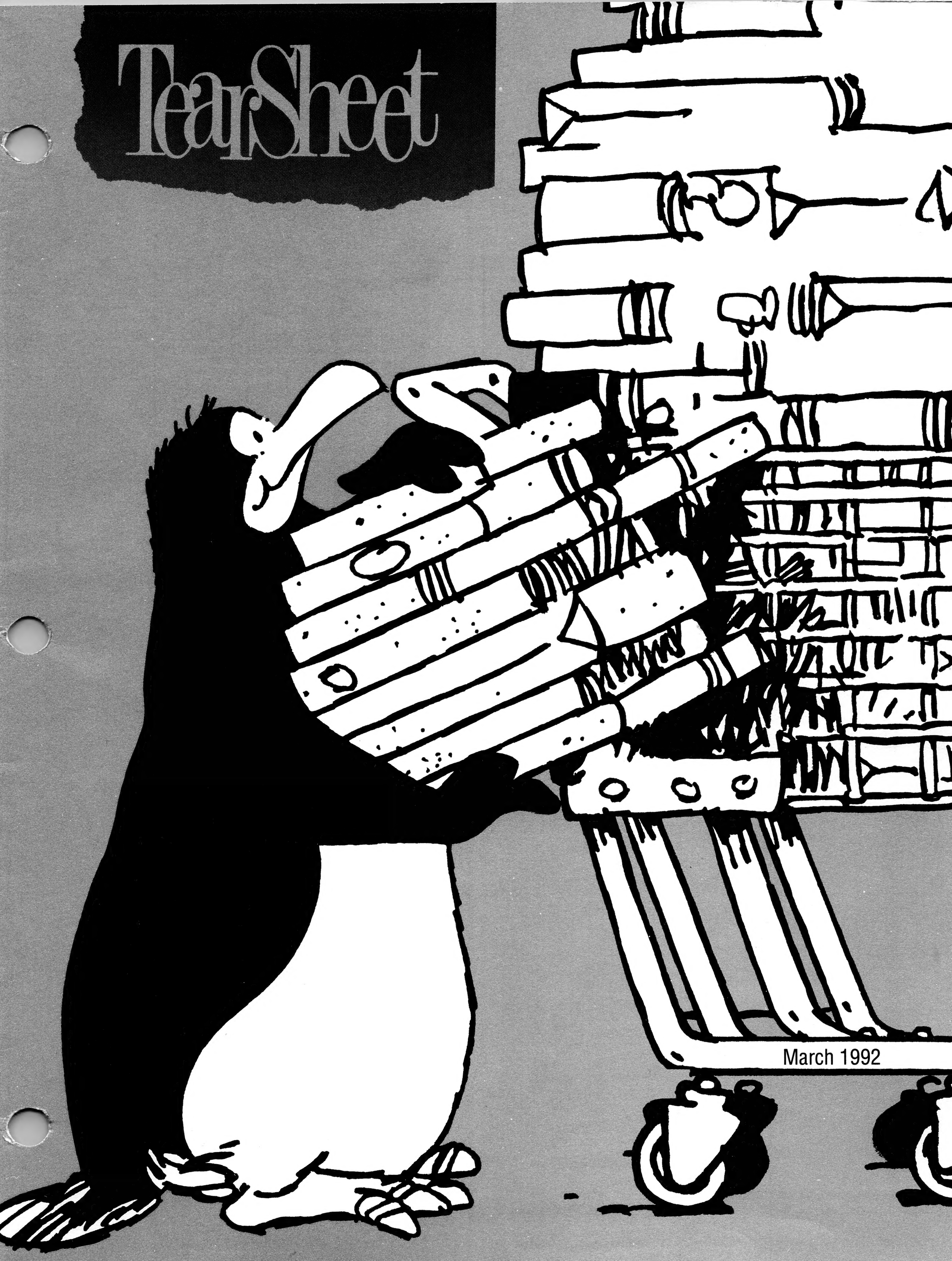
TearSheet



March 1992

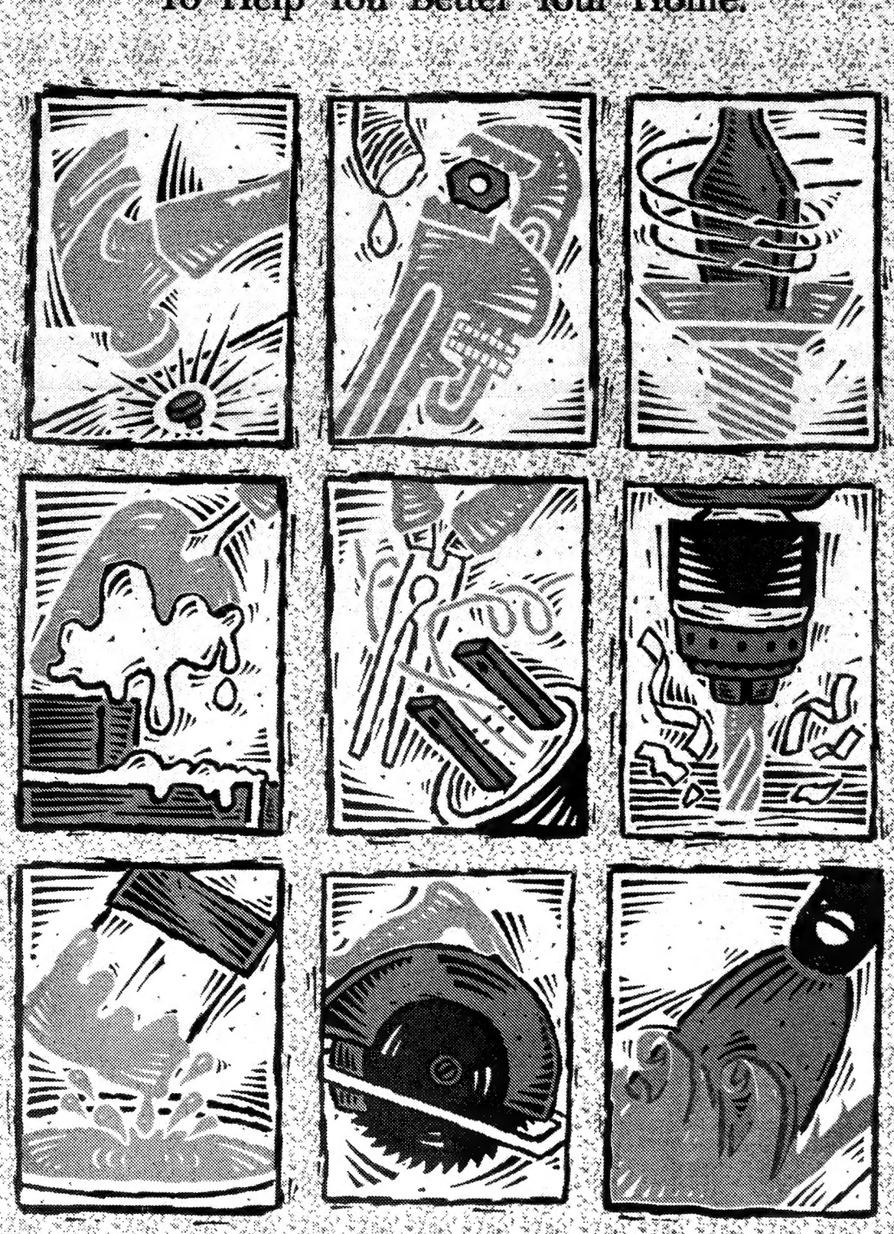
Case Histories

Peter Sutton
Art Director
THE WORLD NEWSPAPER
350 Commercial
Coos Bay, OR 97420

Stylized tool close-ups from March 91 *PMS*, arranged in neat little rows, serve as focal point for this home improvement special section. Printed in black, green, and yellow.

HOME IMPROVEMENT
Spring 1991

A Special Section
of The World & South Coast Week
To Help You Better Your Home.



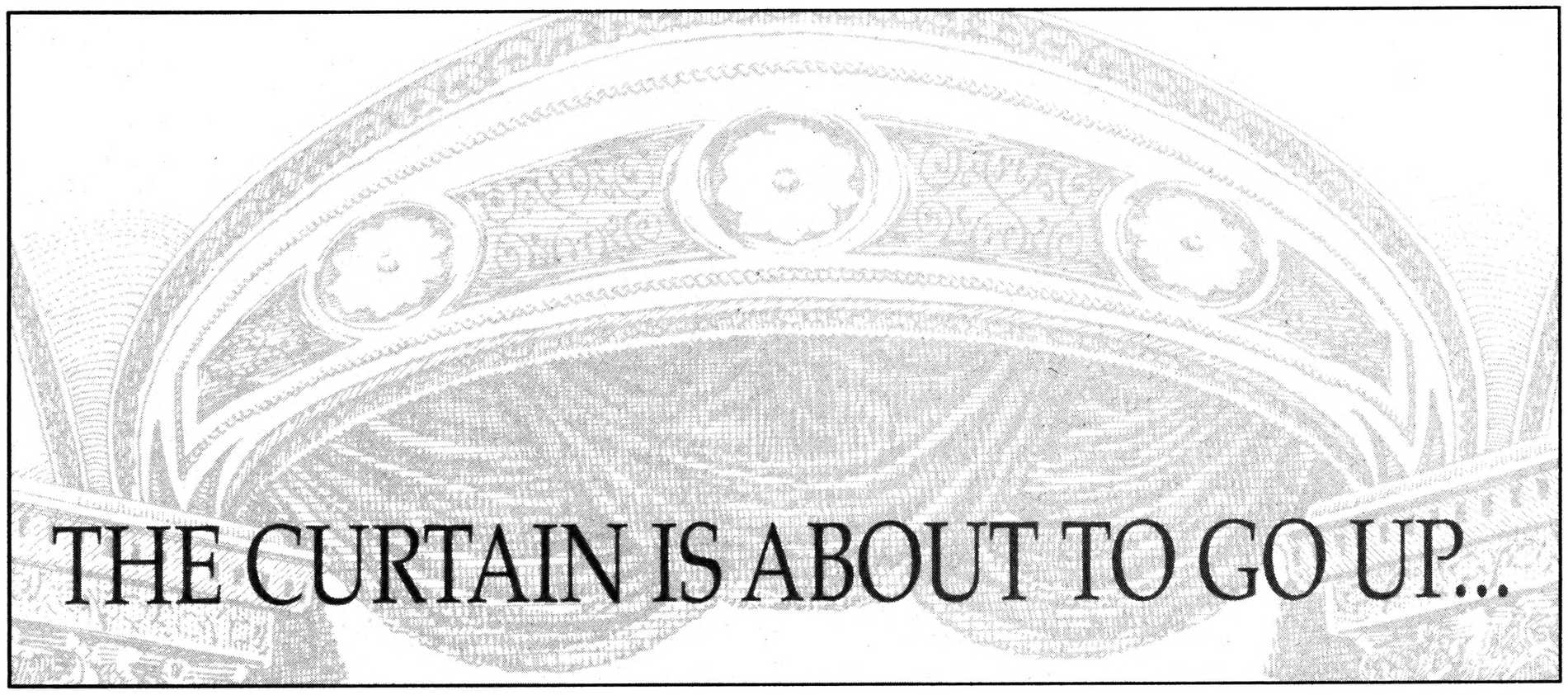
The World

south coast week

Case Histories

Meg Hendricks
Graphics Dept.
COMCAST CABLEVISION
1830 York Road
Timonium, MD 21093

Invitation to a reception celebrating the partnership between a library and a cable company takes on a theatrical flair thanks to *PMS* art from Sept. 91. Brochure is printed in teal blue and bronze metallic ink.

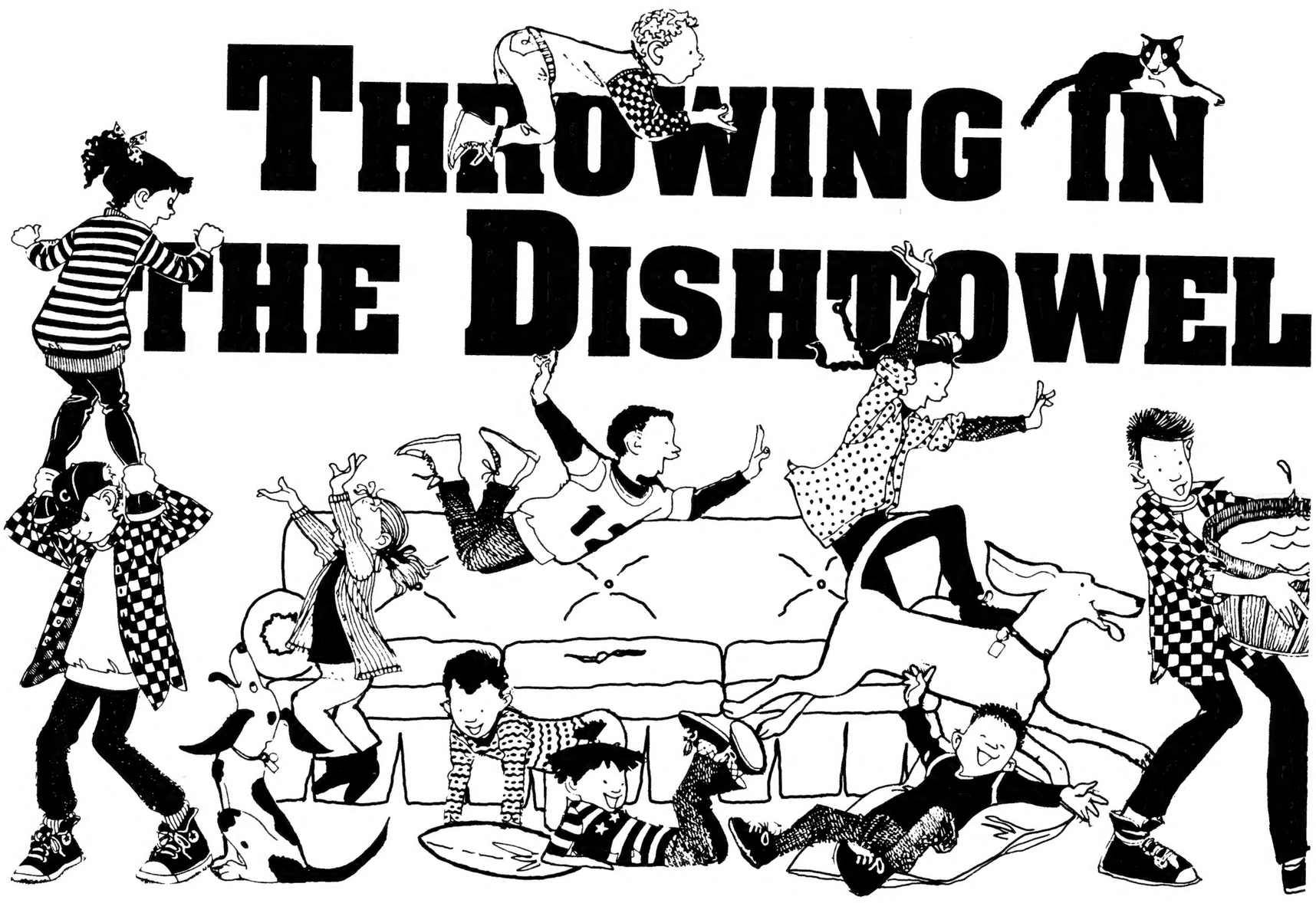

THE CURTAIN IS ABOUT TO GO UP...
A Great New Towson Library!
A Great New Arts & Entertainment Library Theatre!
Please join us at a reception celebrating a partnership between
Baltimore County Public Library and Comcast Cablevision.
Tuesday, November 12, 1991
4:00 to 6:00 P.M.
Wilson Room
Towson Area Branch - Baltimore County Public Library
320 York Road
Tours of the Towson Library and Administrative Offices will be conducted. Refreshments will be served.
A&E
COMCAST
BCPL
RSVP by November 5, 1991, Margaret Kinsey, Comcast Cablevision 252-1012

Case Histories

Ellen Murphy Bennet
Advertising Art Director
ATLANTA BUSINESS CHRONICLE
1801 Peachtree St, Ste. 150
Atlanta, GA 30309

A personal essay in a magazine gets editorial enhancement from a combination of *PMS* art from three issues: Oct. 90, March 91, and April 91. Combined and cropped, the artwork says visually what the writer has put down in words. Art appears in black, headline in blue-green. Says Murphy: "I often have to come up with art ASAP...and *PMS* allows me to do this and still be creative, with the wide variety of illustrations/situations to choose from."

THROWING IN THE DISHTOWEL



By Holly Rhodes

I think it started the day my daughter was born, Christmas Eve. I delivered her, then delivered myself over to her body and soul. No, it was before Anna. It was the day I first admitted someone else into my life in a significant way to share my bed, my bank account, even, on occasion, my Daisy shaver — the day I married. But my husband precipitated my emotional vicissitudes long before we were married, so say the day I fell in love. Thinking back, my father censored *Summer of '42*, and my mother chose my first bra. Covetousness consumed me in junior high, and older siblings ruled my life in elementary school. I guess the only time I was really in control was when I was two-and-a-half instructing my beleaguered mother how to cut bananas. She did exactly what I told her to do.

But it was a rainy day in November, one year ago, that I first acknowledged what now seems happily apparent: I was not in control. My children unwittingly conspired to mount a coup which ended my beneficent maternal rule. The operative word here is rule. Most of the time beneficent, and now forever maternal, I simply surrendered the will to rule.

It went something like this. You know the routine. I was trying in vain to quiet my disconsolate infant son. The phone was ringing off the hook. Mount Laundry rose formidably on the sofa beside me, and dismembered plastic toys were cast about the floor in a sort of gaudy display of material American culture. Strictly bourgeois. My house "keeping" seemed to be governed by the forces of entropy.

The unflappable Mr. Rogers was telling my preschooler in dulcet tones how special she was. He didn't have to cut her bananas at lunch which, no matter how I did it, was

continued on next page

Case Histories

Jim LeGuilloux
Graphic Artist
THE CALGARY HERALD
215 16th Street S. E.
Calgary, Alberta, Canada T2P 0W8

It's a tool party! Full-color tab section features March 91 *PMS* color separation. This art, LeGuilloux, tells us, actually suggested the heading and created an "event" for the advertiser, who was very pleased to have art that looked like a custom-designed airbrushed illustration. Headline created on the computer.

June 26 to July 1, 1991
HOUSE OF TOOLS
TOOL PARTY
Cash and carry on all items. Items may not be exactly as illustrated.
We reserve the right to limit quantities. Quantities on some items may be limited. Errors are subject to correction.
Not all items available in all stores.
OUR GST POLICY
At the House of Tools our ticketed and advertised prices DO NOT include GST
Your cash register receipt will show a separate entry for GST.
HOUSE OF TOOLS
HOUSE OF TOOLS
#5, 2930 - 32 AVE. N.E.
250-6683
136, 8228 MACLEOD TR. S.E.
(Corner of Macleod Tr. & Heritage Dr.)
258-0005

Case Histories

Annette DeJarnett
Graphic Designer
CAPE COD TIMES
319 Main Street
Hyannis, MA 02601

Seashells from June 90 *PMS* adorn newspaper ballot for Best of Cape Cod promotion. Scalloped seashell used throughout the promotion as part of the logo. All shells screened, drop shadow added (except in logo), type overprinted.

4th Annual Best of Cape Cod Ballot

NAME CAPE COD'S BEST:

- ▶ BEACH
- ▶ HARBOR
- ▶ SUNSET
- ▶ SCENIC VIEW
- ▶ FRIED CLAMS
- ▶ RAW BAR
- ▶ ICE CREAM
- ▶ PIZZA
- ▶ STEAK
- ▶ RIBS
- ▶ ITALIAN MEAL
- ▶ MEXICAN MEAL
- ▶ ORIENTAL MEAL
- ▶ INEXPENSIVE MEAL
- ▶ GOURMET MEAL
- ▶ SUNDAY BRUNCH
- ▶ BREAKFAST
- ▶ CUP OF COFFEE
- ▶ BAKERY
- ▶ ROMANTIC RESTAURANT
- ▶ HAMBURGER
- ▶ FAMILY MEAL
- ▶ FAMILY RAINY DAY ACTIVITY
- ▶ SAILBOARDING BEACH
- ▶ BED & BREAKFAST INN
- ▶ PLACE TO MEET AFTER WORK
- ▶ HEALTH CLUB
- ▶ PIANO BAR
- ▶ TAKE OUT GOURMET SHOP
- ▶ NIGHT CLUB
- ▶ HEALTH FOOD
- ▶ GOLF COURSE
- ▶ MINIATURE GOLF COURSE
- ▶ COMMUNITY THEATER
- ▶ MUSEUM
- ▶ GENERAL STORE
- ▶ CHARTER FISHING BOAT
- ▶ FAVORITE SUMMER EVENT
- ▶ BEST SINGLE THING ABOUT CAPE COD

Name .....
Address .....
Town ..... Zip.....
Home Phone ..... Work.....
Send in your completed ballot by April 14, 1991.

MAIL TO: WCOD
105 Stevens Street
Hyannis, MA 02601

SPONSORED BY

WCOD FM 106
Cape Cod's Radio Station

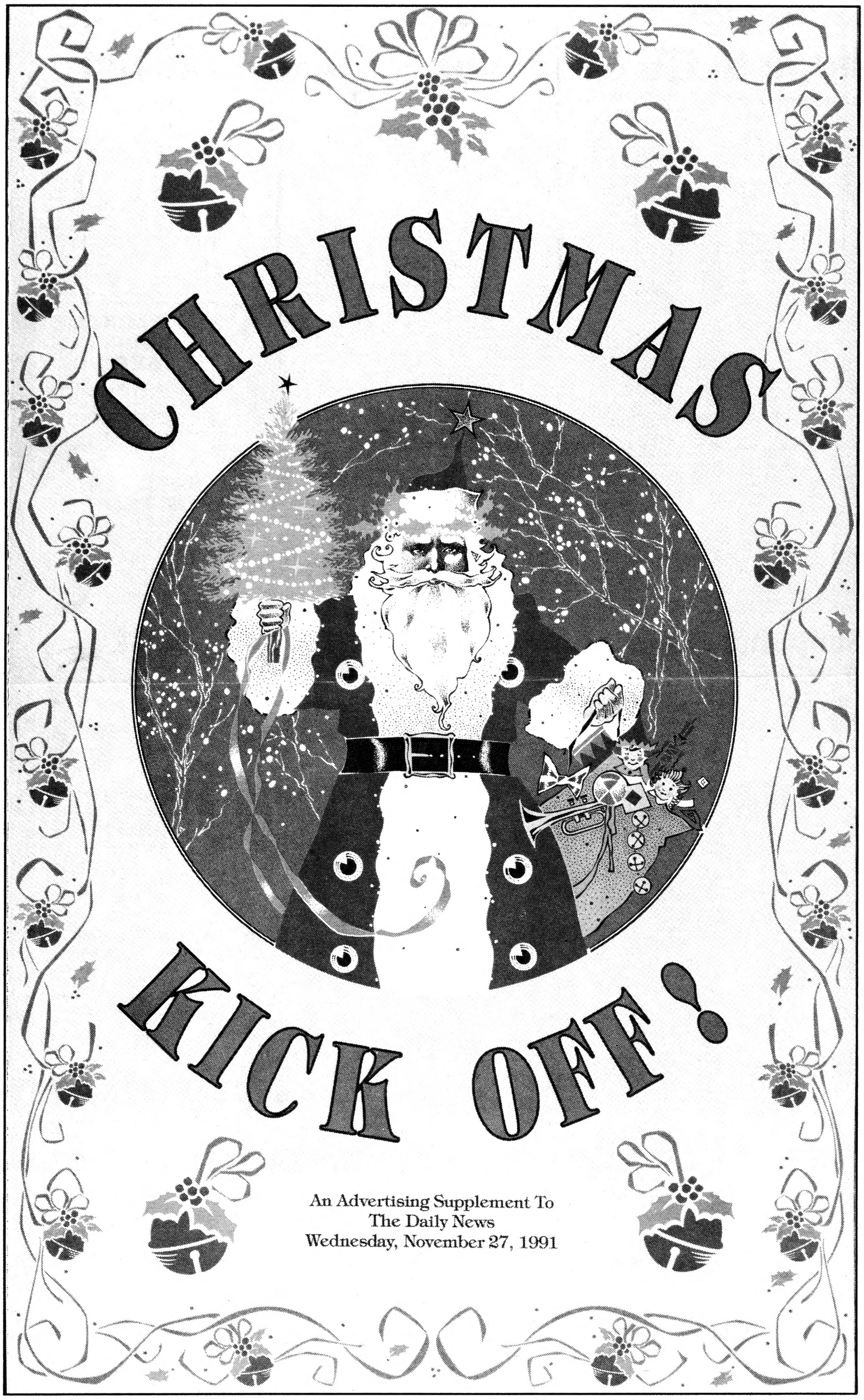
Cape Cod Times

Watch for SummerTimes Magazine in the Cape Cod Times Saturday, May 25th for the Best of Cape Cod Winners.

Case Histories

Pat Moss
Artist
THE DAILY NEWS
2 Apollo Drive
Batavia, NY 14020

Special advertising section announces the kick-off of the Christmas season in fine style with Santa and jingle bell border, both from Dec. 91 *PMS*. Background on Santa reversed to create white snow and trees against midnight blue. Large corner bells were simply trimmed out of border and enlarged. Printed in full glorious color.



PMS COVER STORY: PMS wishes everyone the luck o' the Irish with a happy leprechaun from page 2. Hat repositioned, enlarged shamrocks from Mar. 86, page 4, added. Sides cropped and illustration from Mar. 87 PMS, p. 8, greatly enlarged to create background. Print Media Service and date set in Shamrock by Letraset®. Shadow and shadings on face done with pencil. Printed in process colors on the coated side of Carolina cover stock.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at **Sunbelt Graphics,** Atlanta, GA, Mar. 5-7; **Imprinted Sportswear,** Tampa, FL, Mar. 6-8; **Techgraphics,** Seattle, WA, Mar. 12-14; **Press Expo,** Boston, MA, Mar. 20-22.

Savin' O' The Green

STOREWIDE SALE!

"Storewide Sale!" Nov. 85 PMS

Kick up your heels and head for the lowest prices on everything from TVs to dishwashers

Nansui, KAD, Wardmore, DE, Hydra-Clean, and Eternity are just some of the name brands you'll find in our electronics department.

Save 20 to 50% this week!

Bergen's Appliance Center

Sale ends March 14th • 3020 N. Kleinsdale Pkwy.

"March into Spring" March 87 PMS Notes June 84 PMS

♪ MARCH into SPRING

Step up for savings on selected children's casual and athletic shoes

The rough and tumble world of kids is hard on shoes. That's why we carry a variety of strong leathers and durable canvas shoes for dress and for play.

- **Lonsdale Co. • Line Gear • Fira**
- **Trebok • Dunn/Barton • Comfy Toes**
- **Blueprint • Kuddly Puppies**

25% Off selected new spring styles

Mon.-Tues.-Wed. March 2, 3, 4

Toddler Cobbler Shoes

M-F 9-5 Sat. 11-5 • 601 E. Cambridge Pkwy.

Headline March 83 PMS

B'GOSH AND BEGORRA

'Tis a Grand Sale, Indeed

Green Garden
Russet Potatoes..... 5 lb. bag **$1.29**

Harden Farms
Yellow Onions..... 5 lb. bag **$1.09**

Countryline
Mushrooms..... lb. **69¢**

Countryline
Tomatoes..... 30 oz. Pkg. **79¢**

USMA Grade A
Beef Rib Steaks..... lb. **$3.39**

Fresh Cut
Cube Steaks..... lb. **$2.59**

Hill Brand Skinless
Fryer Breast..... lb. **$3.29**

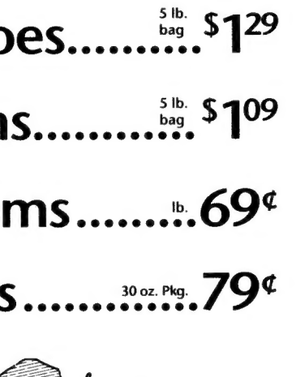
Killian Sliced
Bacon..... 1 lb. Pkg. **$1.89**

"Save your pot 'o gold with prices this low!"

Items may not be available at all stores

All meat is guaranteed fresh or we'll refund or replace your purchase

Big Soak
Sponges..... 6's **99¢**



Snug-Hug Disposable
Diapers..... 36's **$5.49**

Ultra-Clean
Detergent..... 42 oz. **2 For $5.29**

Mr. Crisp
Crackers..... Pkg. **$1.49**

Country Fresh
White Bread..... 24 oz. **3 For $1.09**

Prices effective: March 16 thru 22
Quantity rights reserved

martin's FOOD BASKET

Open 24 hours a day • 117 North Pleasant Hill Road

The only place to be on St. Pat's Day

Party with us March 17!

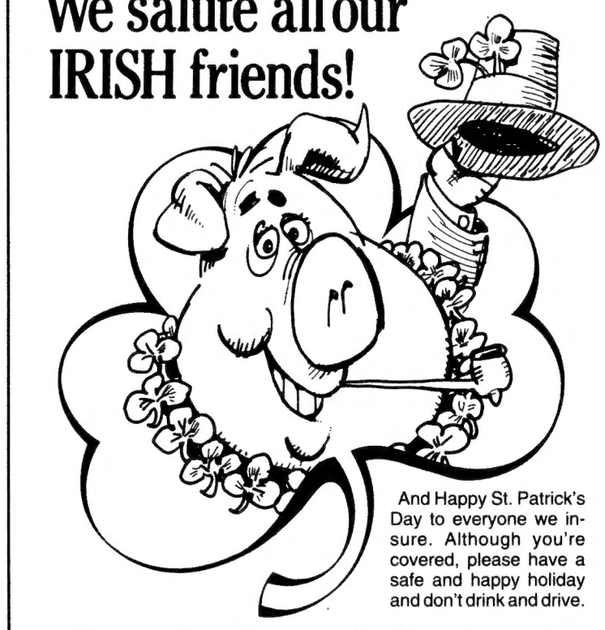
O'LEARY'S PUB
1501 N. Division St.

Happy Saint Patrick's Day from ADM Distributors

It's that time of year when we're all a little Irish, so celebrate...

BUT DON'T DRINK AND DRIVE

We salute all our IRISH friends!



And Happy St. Patrick's Day to everyone we insure. Although you're covered, please have a safe and happy holiday and don't drink and drive.

Cunningham & Company

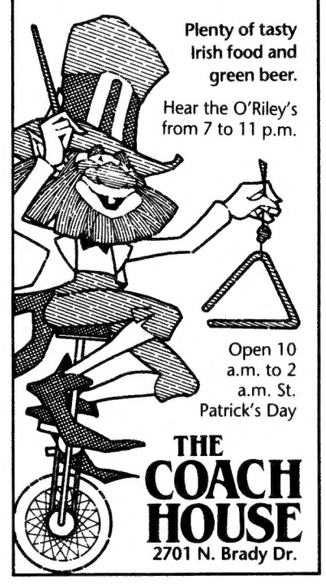
Phone 555-6466 • 3222 E. Pomona Grove Blvd.

Don't miss all the fun on St. Paddy's Day

Festivities start in the top o' the mornin' and run into the wee hours

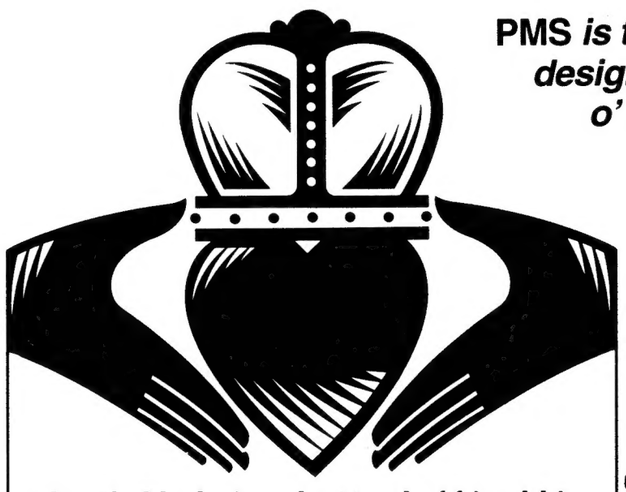
Plenty of tasty Irish food and green beer.

Hear the O'Riley's from 7 to 11 p.m.



Open 10 a.m. to 2 a.m. St. Patrick's Day

THE COACH HOUSE
2701 N. Brady Dr.



PMS is the graphic designer's pot o' gold!

The Claddagh ring: the Hand of friendship, the Crown of loyalty, the Heart of love

The Irish legend of the Claddagh ring began in the 16th Century when Galway native Richard Joyce was captured by pirates on his way to the West Indies. Sold into slavery to a Moorish goldsmith, Joyce learned that trade, and ultimately made his way home to the small village of Claddagh. There he created the Claddagh ring, reputed to bring blessings to those who own one.

Our blessings and best wishes go out to you and your family this St. Patrick's Day

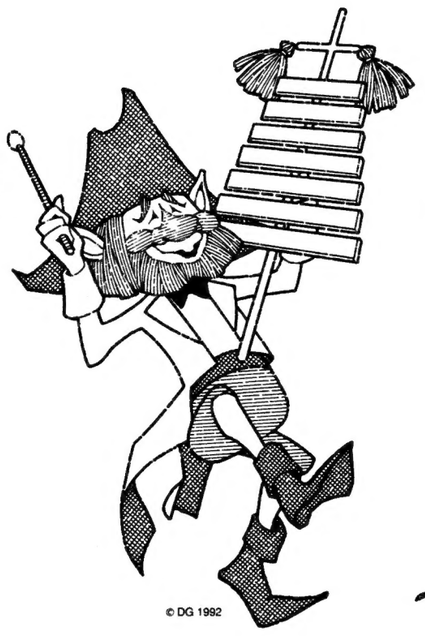
SANTA ROSA SENTINEL

Telephone 555-5432 • 3730 W. Jefferson Dr.

Happy Saint Patrick's Day!

Get an authentic Irish dinner right in your home. Call 555-4171.

Westend Catering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Spring's the Thing!

Warm weather is on the way, and that means great new spring merchandise in every Marquette Heights Plaza store!

It's the place to shop for spring fashions, fresh decorating ideas, fix-up supplies, and more. Plus you'll find super savings in every store.

Home & Garden

Need some fresh ideas for the season? They'll be springing up all over in next week's special Home and Garden supplement. Don't miss it!

- *Easy container gardens*
- *Patio decorating tips*
- *Spring fix-up projects*
- *Pool cleaning hints*

Special Edition Coming

March 4th, 1992

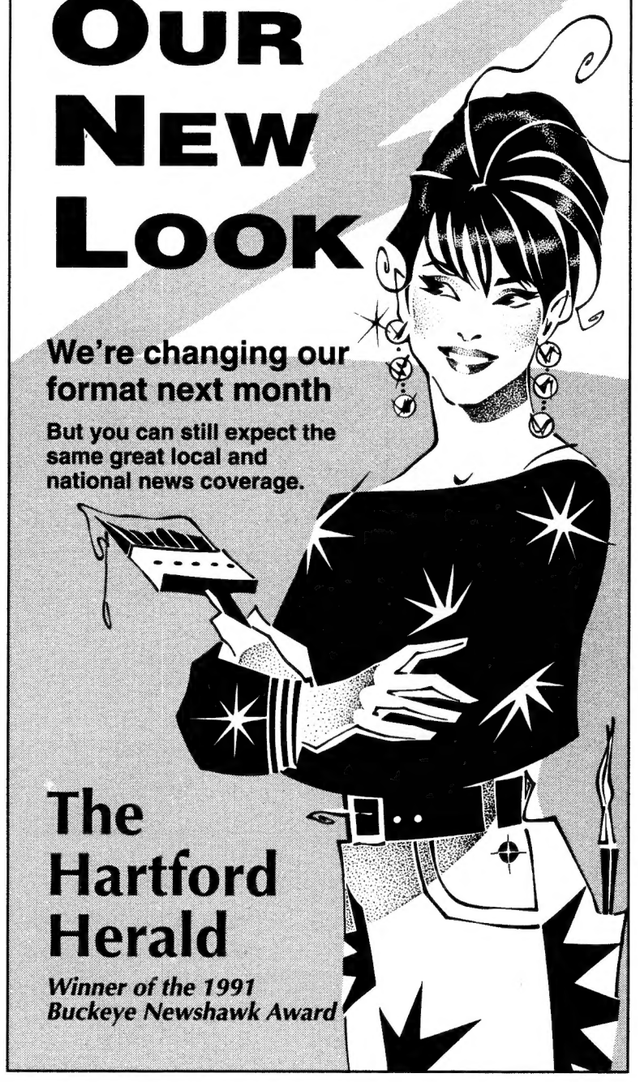
Spring Expressions

Express yourself in style with:

- Spring Plaids
- Flattering Fabrics
- Designer Dresses
- Career Looks
- Resort Wear
- Great Accessories

Supplement to The Edenburgh Post

You'll Love Our New Look



We're changing our format next month

But you can still expect the same great local and national news coverage.

The Hartford Herald

Winner of the 1991 Buckeye Newshawk Award

ANNUAL SPRING SALE

Saving's a Breeze

Furnish your home and save up to 30% on selected items now through March 28th

20% Off
- Dinette Sets
- Recliners
- Ceiling Fans
- Airon Mattresses

30% Off
- Large Sleepers
- Sectional Sofas
- Bedroom Sets
- End Tables

Furniture Showplace

In Orchard Plaza • 615 Link St.
Open daily 11 to 7

color your world

Turn any room in your home into an expression of your personal style. We can help you select new paint, paper, and accessories to give your home a brand new look. See one of our designers for a free consultation.

BERGAN SAX
Home Design Center

Hours: Mon.-Sat. from 10 to 9
Sunday from 12 to 6 p.m.
Located In Eastwicke Plaza

Act 1 Dinner Theater

Presents:

"You Asked For It"

March 16-23

Enjoy the hilarious antics of three divorced women living in New York

Call: 555-9331 for tickets

Tickets are $40 per couple or $22 per person

Spring Sparkle Special

It's car clean-up time

We do all the work for only $21.95
- Hand Wash
- Spray Wax
- Vacuuming

LUBY'S Car Wash

1109 S. Touhy
Open daily from 8 a.m. to 10 p.m.

We're Cleaning House

To make room for new merchandise

Clearance time means savings for you! Stop in by March 14 & save up to **30%** on selected gift items

- Crystal candlesticks
- Royal Adams china
- Sylvan stemware
- Fellzgrant crockery

KINGSFORD GIFT & CHINA
986 Weston Ln.

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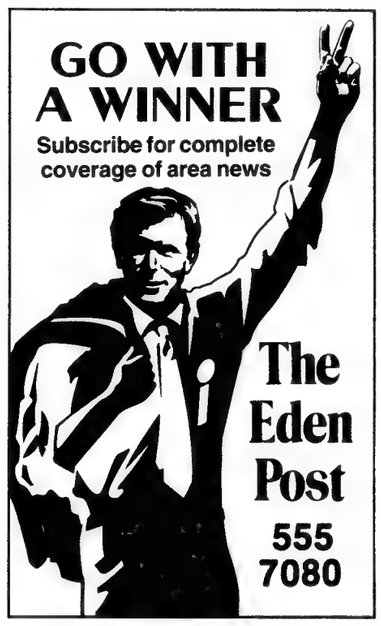
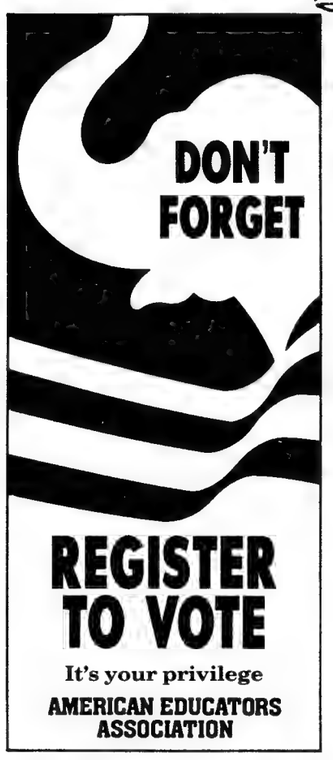
Confetti May 89 PMS



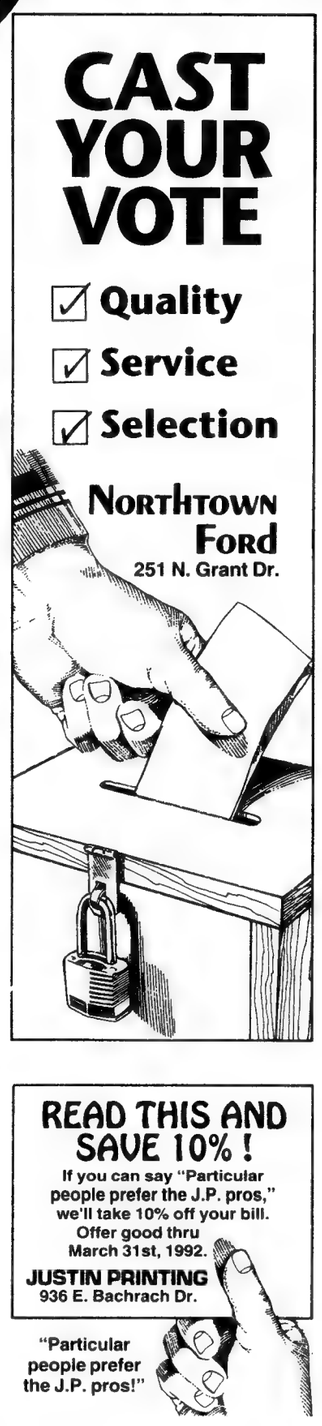
The best investment
you'll ever make
Build your own capital hill when
you buy government securities
Put your money to work for you in any number of low-risk government investments. Choose from U.S. Treasury Bills, Tax Anticipation Bills, U.S. Treasury Notes and Bonds, and Government Agency securities. Our financial advisors will help devise the best investment plan for you.
Our advisors listen to
your needs & goals
Come in for a no-obligation consultation or call for free info on U.S. securities.
Jacoby/Taft
Investment
Group
278 Cog Hill • 555-7100

"The American Way of Saving" July 83 PMS

THE AMERICAN WAY of saving!

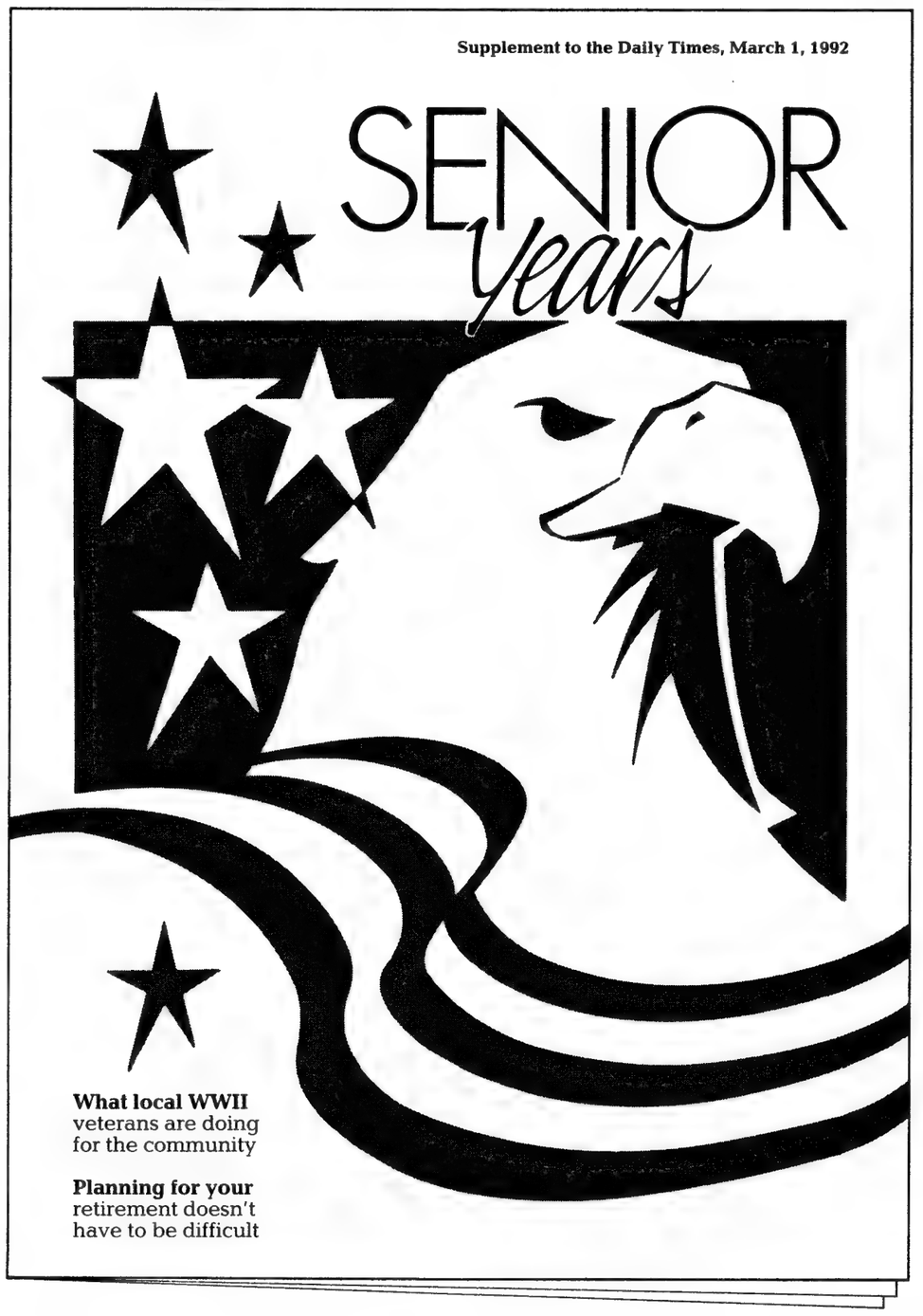


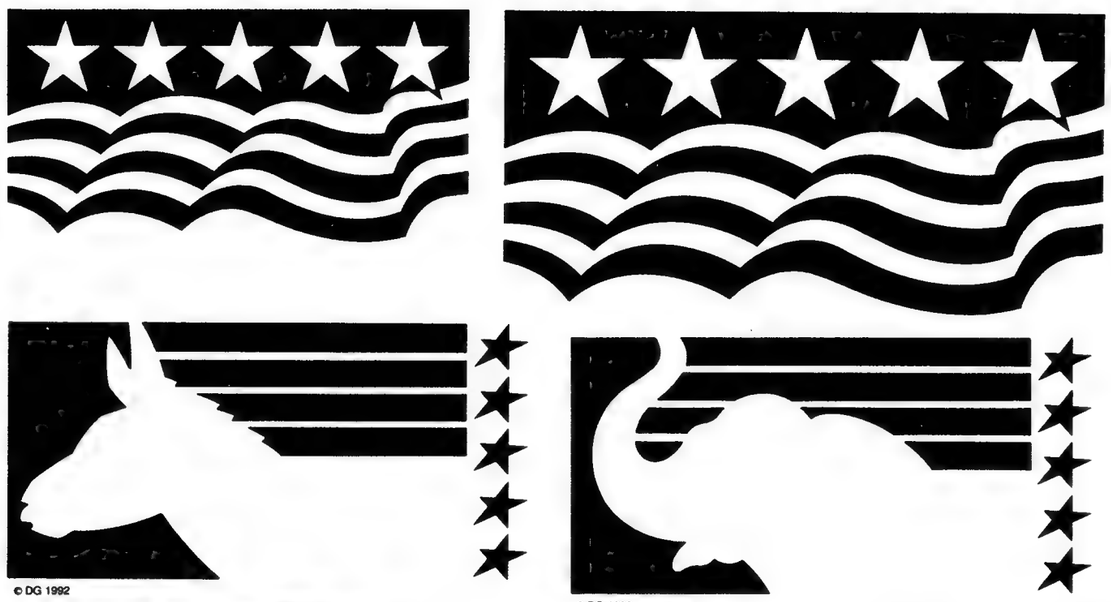
MADE IN THE USA
We're doing our best to purchase and sell to you American made products. Get high-quality merchandise at the guaranteed lowest prices, everyday.
CORSELL'S
1501 S. Hanover Ave.



Tell us what
America
means to you
Hey kids, enter the "What makes the U.S. great" essay contest for a chance to win a trip for two to Washington D.C. Contestants must be 18 or under. Enter by March 31. Send essays to:
THE
HARTFORD OBSERVER
110 W. Nile St. • Trenton, GA 32115

READ THIS AND
SAVE 10% !
If you can say "Particular people prefer the J.P. pros," we'll take 10% off your bill.
Offer good thru
March 31st, 1992.
JUSTIN PRINTING
936 E. Bachrach Dr.
"Particular
people prefer
the J.P. pros!"

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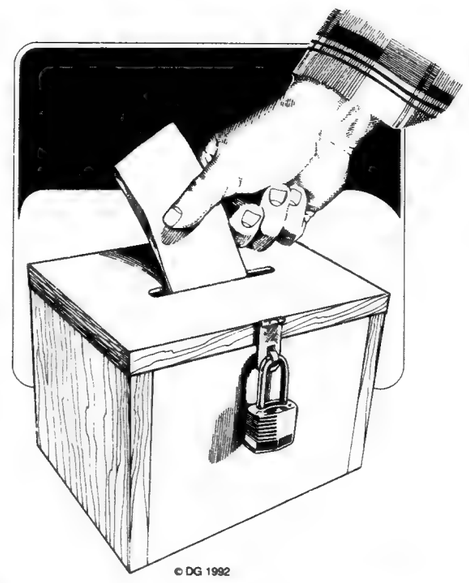
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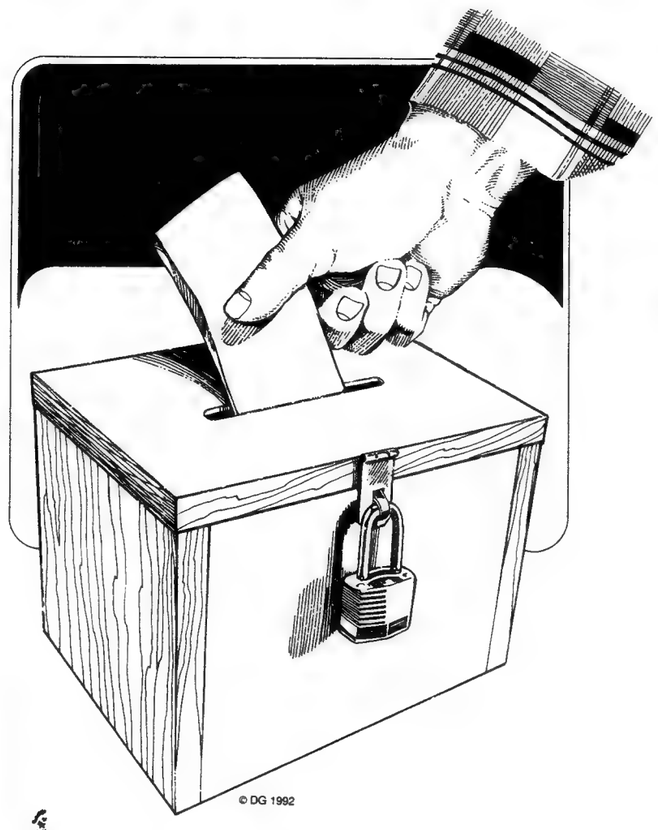
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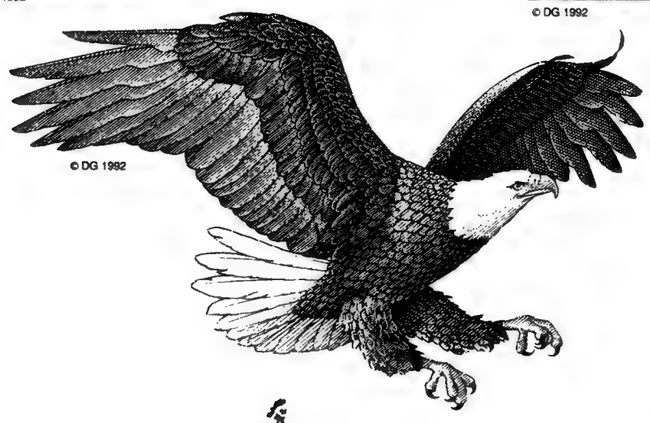
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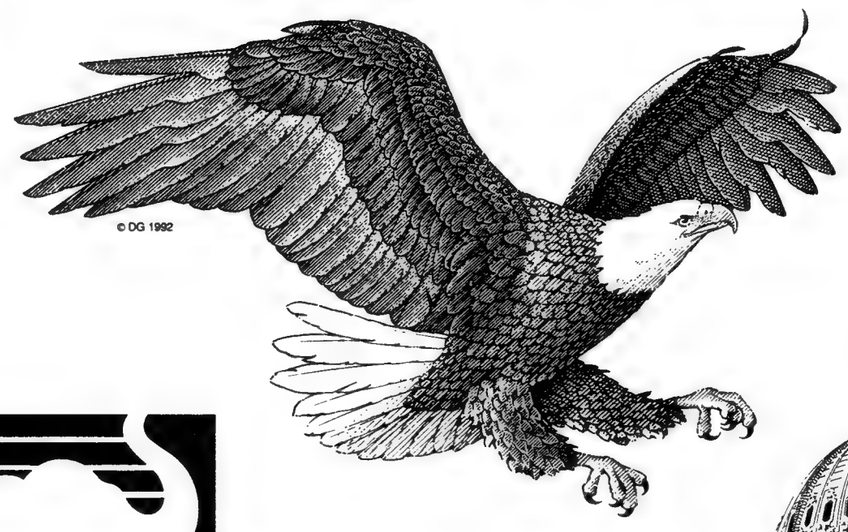
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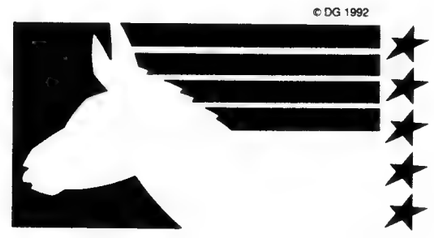
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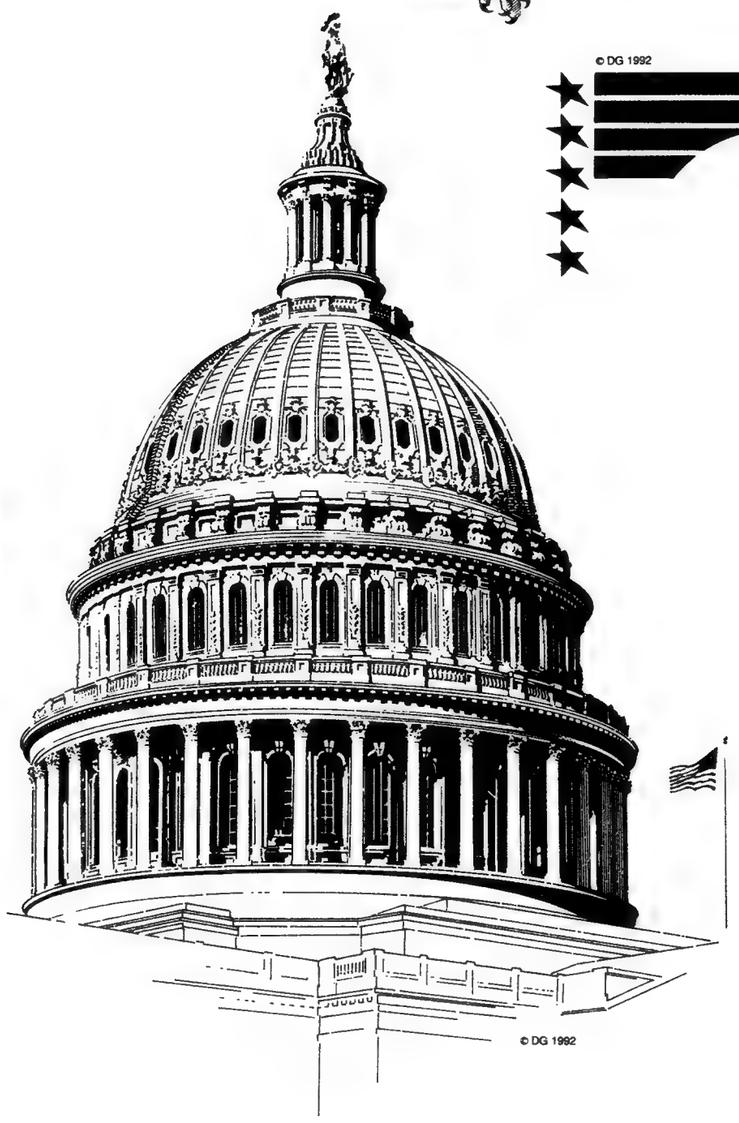
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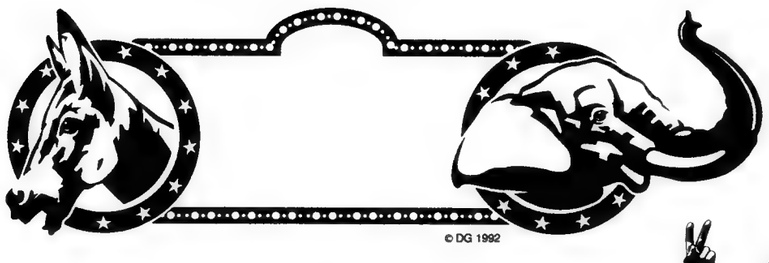
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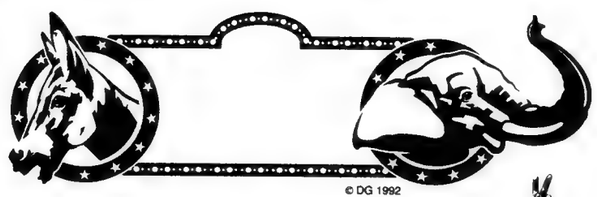
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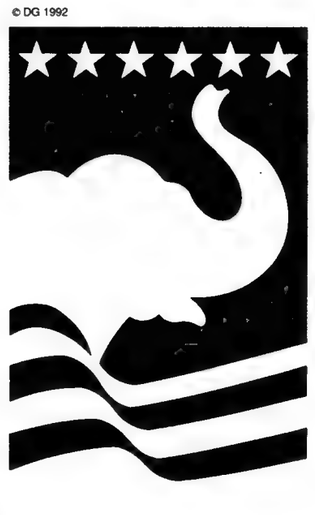
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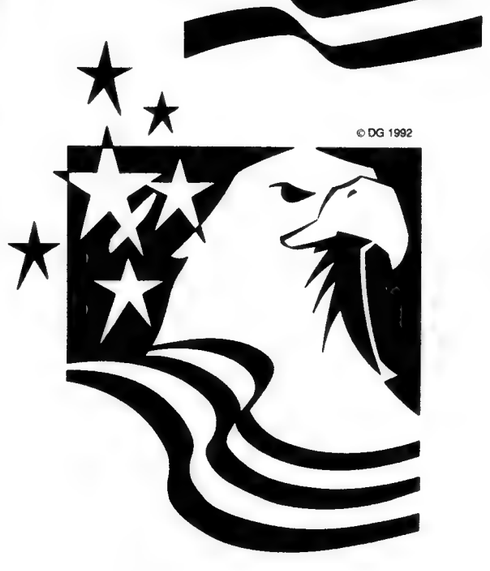
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You can learn to play... ...if you're willing to work at it.

By James Forester
Dynamic Gazette News

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Continued on Pg. 10

READY SET GROW

It doesn't make sense to pay more for clothes your kids will outgrow

25% off every pair of boys' J. R. Roughskins denim jeans. All sizes sale priced.....**$20.99**

25% off all boys' shorts sets. Tees and coordinating shorts on sale for only.....**$14.99**

30% off all boys' 100% cotton sweats. Elastic waist and legs. Priced at.....**$7.99**

30% off Nieboke leather court shoes. Choice of colors. Sale priced at **$27.90**

25% off Pretty Princess Easter dresses. All sizes & colors. Sale priced at **$24.99**

25% off Girls' Club outerwear. Cotton tops and shorts in solids and plaids on sale for.....**$6.99**

30% off Sparrow cotton canvas girls' tennis shoes. White, black, or blue for.....**$8.99**

30% off all girls' 3 pair cuffed anklet socks. Choice of colors. Sale priced at **$3.99**

35% off all girls' sundresses. 100% cotton in prints or solids. Sale priced at **$7.99**

The Kid's Corner Store
2765 S. Winchester Street • M-F 9-9 • Sat. 10-6

We Finance Dreams

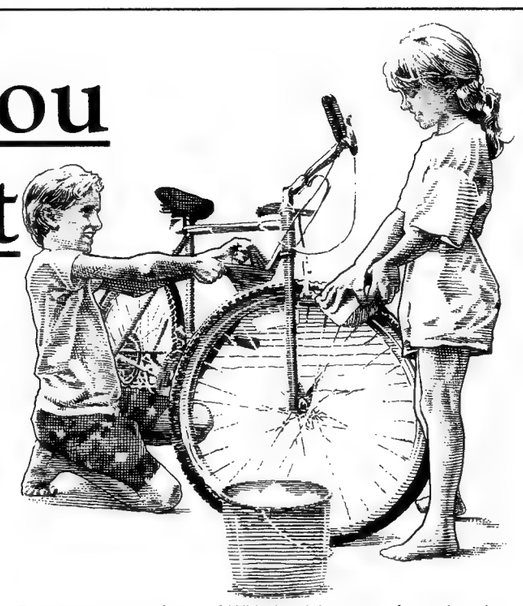
You've found your dream house but how can you afford it? Easy! We can put you in your "home sweet home" for less than you might expect. Choose either an adjustable or fixed rate mortgage and if you apply before April 1st, you pay no points.

Apply for a mortgage here and receive quick, personal service. Our loan counselors will work with you to get the perfect mortgage and usually can give you approval within 48 hours.

Isn't it time you talked with us about the right mortgage for you?

Southtown Bank & Trust
3459 N. Prospect Road • Telephone 555-7700

Have you thought about their future yet?



The time to start is now! With the rising cost of an education, you need a financial plan to put your kids through college. Talk to a financial advisor about the best investment options for you.

Westwood Investment Co.
2345 N. Prospect Road Ph: 555-7500

Get it to GO!

call 555-6342

Side order salad specials

Extra Large Crab Salad $1.55
Pasta Salad ..... 65¢
Chicken Salad ..... 99¢
Tuna Salad ..... 99¢
Potato Salad ..... 75¢
Lowest prices in town!

Sandwiches-of-the-week
Value price ends 3/21/92

Poor Boy $1.75
Italian Sub $2.50
We'll fix 'em how you like 'em

Sam's Deli
2275 N. Main St.

Time to plan a Get-Away VACATION

We'll help save you money on your next trip

Pack your bags and put the hassles of work behind you. A care-free vacation might cost less than you'd expect.

- *Lowest available airfares*
- *Hotel package rates*
- *Car rental discounts*
- *Special group incentive rates*

Group Tours Planned
Conventions, meetings, or groups
555-6316

Our staff will make it seem like a breeze

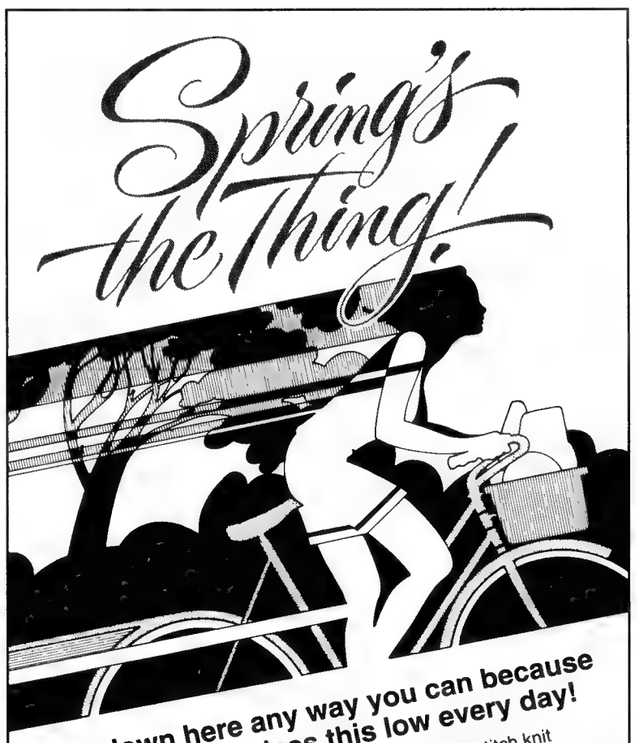
With 35 years experience and certified travel consultants, making vacation plans has never been so easy.

- *Fully computerized reservation system*
- *All major credit cards accepted*

Talk to a Professional
Let us take the work and worry out of travel!

Middleton Travel Bureau
3457 S. Windsor Ave. Phone 555-5561

Spring's the Thing!



Get down here any way you can because you don't see prices this low every day!

Enjoy the casual comfort of our oversize Shaker stitch knit sweater for those cool spring evenings. This 100% cotton sweater comes in a variety of bright colors..... **$44.99**

Dress in the soft sleekness of our 100% cotton straight skirt. This classic look features a wide elastic waistband and slit back pleat. Available in basic black only. Comes in petite, small, medium, large, and extra large sizes **$26.99**

Add the right finishing touch with a DePauw Big Shirt. The 55% cotton/45% linen is a perfect blend of comfort and casual style. Cuffed long sleeves and padded shoulders accent any figure. Choose from white, red, blue, or black **$34.99**

Step lightly and in style with our 50% cotton/50% polyester stirrup pant set. The pant features double-band elastic waistband and elasticized stirrup. The top has double-breasted front and shirttail bottom. Available only in white **$37.99**

Relax with the soft lines and vibrant colors in this 100% cotton sweater. Features include ribbed cowl neckline and straight hem. Choose from three different patterns. Available in small, medium, large, and extra large **$39.99**

With every purchase of $50 or more receive a free Paul Harrison umbrella. Offer good till 3/7/92.

Spencer's
IN THE MALL

Start training today for an exciting career of tomorrow

Join the many working men and women earning a degree in Management or Business. With our adult degree program, learn how easy it is to attend college while working full time. Talk with an advisor for facts on night classes, enrollment and financial assistance.

CALL 555-8700

MIDVALLEY
Community College
5567 S. Morgan St.

Background Oct. 89 PMS

Something about it just feels so right

Come see townhome living at its best. Look closely though, so you don't miss a thing. Our custom-built homes offer many luxuries such as a gourmet kitchen, vaulted ceilings, solid wood floors, and two-car garage.

Discover classic styling and quality workmanship at a price that may suprise you. Luxury townhomes start at the $100's and range to the $140's. Call 555-7343 for a walk-through. Hickory Hills

The Hickory Hills townhomes in Winfield Village-located one mile south of route 56 off Catalina Dr. Homes built by the Robertson/McLaughlin Development Corp.

Personal Style

For the color, cut, or perm that will get you noticed!

Let our licensed beauticians give you a great looking, easy-to-manage hairstyle for summer. Come in today for your coloring or perm, and get a free haircut. Offer good from March 1 thru March 15.

For appointments, call 555-9444

Michael's Hair Designs
2790 W. Harmon Highway

Just for Girls!

A Krista K. clothing representative will be here on March 8

Get the low-down on what's hot in junior's fashions for 1992. See the latest colors and designs in Krista K. casual wear. Talk with the clothing rep for professional advice on putting together some excellent summer outfits.

Toni's Casuals
4478 S. Avondale St. • M-S 9-8

Take a spring break from housework

Enjoy the outdoors while we clean house. We'll clean your walls, windows, carpet, floors, and more. Get a quality cleaning day or night. If clean-ups got you down, call the pros. **We're...**

DEPENDABLE!

Jiffy Maids
555-7724

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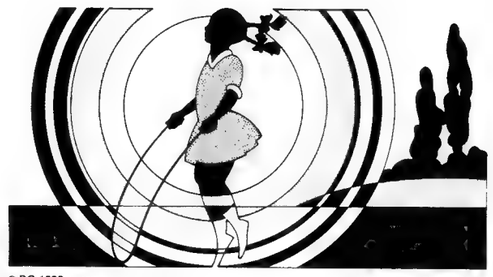
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OLD-FASHIONED Sale

Hot new clothes and equipment for old-fashioned low prices

Aerobics wear tights, leotards, and shorts from Komiko, save up to **25%**

Biking shorts and pants AirMan or AirQueen, variety of colors, now save **20%**

Artemis X-Trainers with gel soles or air pump, men's and women's sizes, **30% off**

Weight A Minute hand weights, workout bands, and ankle weights, save **20%**

Baker Sportswear
4578 S. Poplar Street

WE WROTE THE BOOK ON
Old-Fashioned
COUPON DAYS!

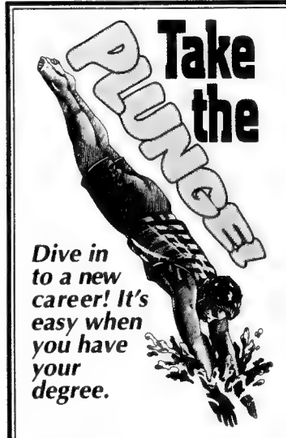
Coupons for up to a dollar off on items in every aisle

March 7th-21st

Don't miss it!

Greenvalley Drugs
Located in Candlestick Plaza
Open daily from 8 to 7
Phone: 555-4661

Take the PLUNGE!



Dive in to a new career! It's easy when you have your degree.

Make a change for the better – register now for Summer Session classes.

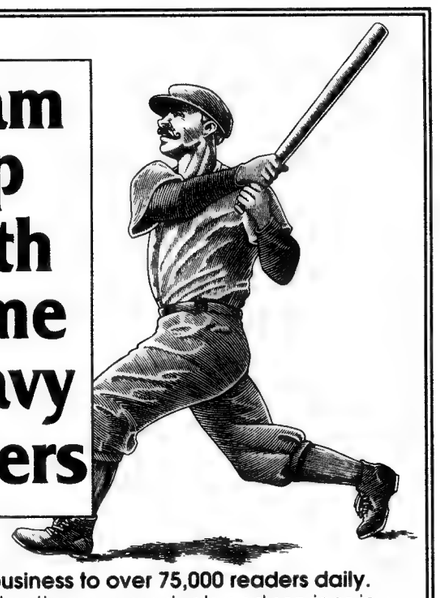
If you're stuck in a dead-end job, or want to learn new skills to help you get ahead, think about continuing your education. In just two years you can get your degree in

- COMMERCIAL ART
- INDUSTRIAL TECH
- COMPUTER DRAFTING
- ELECTRONICS
- INTERIOR DESIGN

Call 555-7878 for registration information. Summer registration deadline is June 7. Financial aid is available to qualified students

Bennet Community College

Team up with some heavy hitters



Pitch your business to over 75,000 readers daily.
It pays to advertise your products and services in Fullerton County's two most widely read newspapers.

Herald News Review
2435 S. Winchester St.
555-8439

The Daily Gazette
1101 Adamstown Ave.
555-5123

PRE-SUMMER SAVINGS

Mini-sleeper for small areas. Olefin cover with hardwood frame. Now only.....**$299**

Dining Set Five piece, brown rattan, padded cusions, 42" top, now just.....**$399**

Queen Anne tables, cherry veneer over hardwoods. Cocktail or end table, now...**$125**

You don't have to wait to get the furniture you've always wanted!

SAVE 40%

ON SLEEPER GROUPS, DINETTE SETS, TABLES, BEDROOM SETS, AND MORE. BUT DON'T WAIT, SALE ENDS SATURDAY, MARCH 21ST AT 9 P.M.

Solid Oak entertainment center, with easy-touch cabinet doors only.....**$499**

Recliners wide variety of colors, fabrics & styles, starting at only.....**$299**

Ceiling Fans variety of styles and sizes, work with existing wiring, start at.....**$75**

Free delivery

Financing is available to qualified customers

Thompson's Furniture
2380 N. Sunset Parkway • Open daily from 9 to 9

The Good Old Days Sale

Score big with quality merchandise for good old-fashioned low prices

Executive Link professional golf set, investment cast, with 3 woods and 8 irons, now on sale for $399
•Metal woods available
•Free balls included

Kramer Rackets Save up to 25% on the Pro Classic, Advantage Cobra Oversize, and Carbon King styles
Custom strung nylon
•Aluminum frames

Save on all SUGA weights, benches, full sets, and accessories

30% OFF ON SELECTED EQUIPMENT

Team Uniforms Outifit the whole team and save! Get 20% off for groups of 15 or more
•Goretex poly/cotton blends only

Ocelot Shoes Save $10 on Champ tennis, Gemini jogging, Pro aerobic, or new Distance cross-trainers
•Variety of colors
•Featuring gel or air pump soles

Midtown Sporting Goods
4577 N. Winchester Avenue
Open Mon.-Sat. 10 to 8

OLD-FASHIONED ValueDays

Save Big on Selected items

CleanShave Electric **RAZOR** $27.99 UDL listed

New Tick Ladies' Goldtone **WATCHES** $35.00 10 styles

Amico Assorted Style **Wallets** $9.99 All leather

Casino Pocket **Camera** $21.99

Centaur Video Tape **5-Pack** $10.57

Save 20% on all Electra solar pocket calculators

4-pc. rubber **MATS** $5.99 Per set

Facto Denim **Coats** $29.95 Black or indigo, for men & women M, L, and XL

California Fashion **Sweaters** $14.75

Men's and boys' **T-shirts** $7.67

Katarina **Blouses** $9.99

RoadMaster Car **WAX** 99¢ 12 Oz.

Iguana Brand
•Degreaser
•Carb Cleaner
•Shop Towels
•Hand Cleaner

All on sale each **ONLY 99¢**

Stop & shop today! These prices can't be beat!

Weston Hair **Dryer** $11.55 UDL listed

Beauty Glow Lip **Gloss** 89¢

Beauty Glow **Soap** 75¢

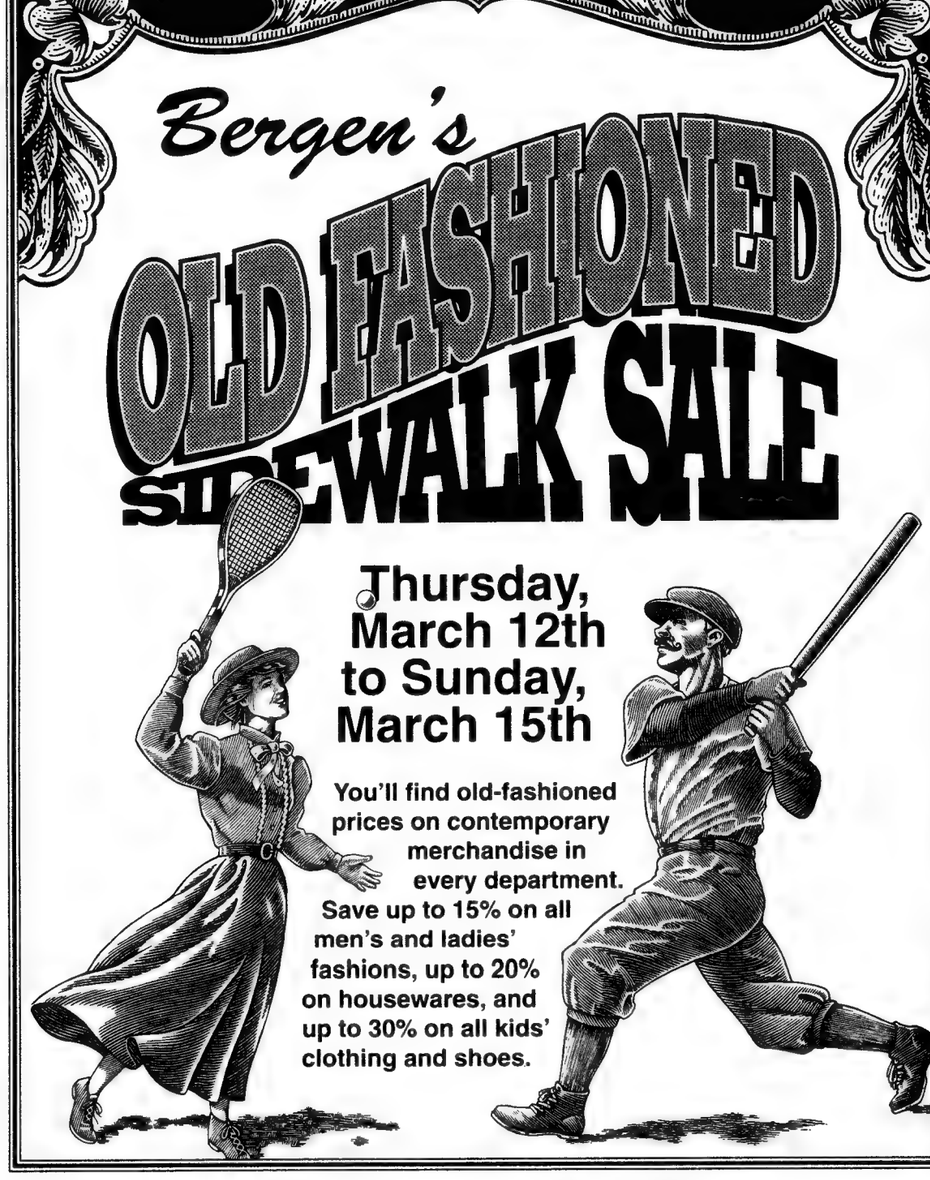
Spritz 99¢

Beauty Glow Hair **Spray** 87¢

Potter Variety
1176 S. Bridgeport
Open Mon.-Fri. 9 A.M.- 9 P.M.
Sat. & Sun. 9 A.M.- 6 P.M.

Sale ends March 31

Bergen's
OLD FASHIONED SIDEWALK SALE



Thursday, March 12th to Sunday, March 15th

You'll find old-fashioned prices on contemporary merchandise in every department.

Save up to 15% on all men's and ladies' fashions, up to 20% on housewares, and up to 30% on all kids' clothing and shoes.

Casual wear
for *today's* active woman

Now you can have comfort and style!

Today's casual clothes can take you anywhere, from home, to work, to play.

Stop in and see our wide selection of pants, sweaters, jumpers, and blouses for spring. You'll find a variety of styles, patterns, and colors to complement your spring wardrobe.

The perfect styles for the woman on the go who wants to look good.

Stevenson's COLLEGE MALL

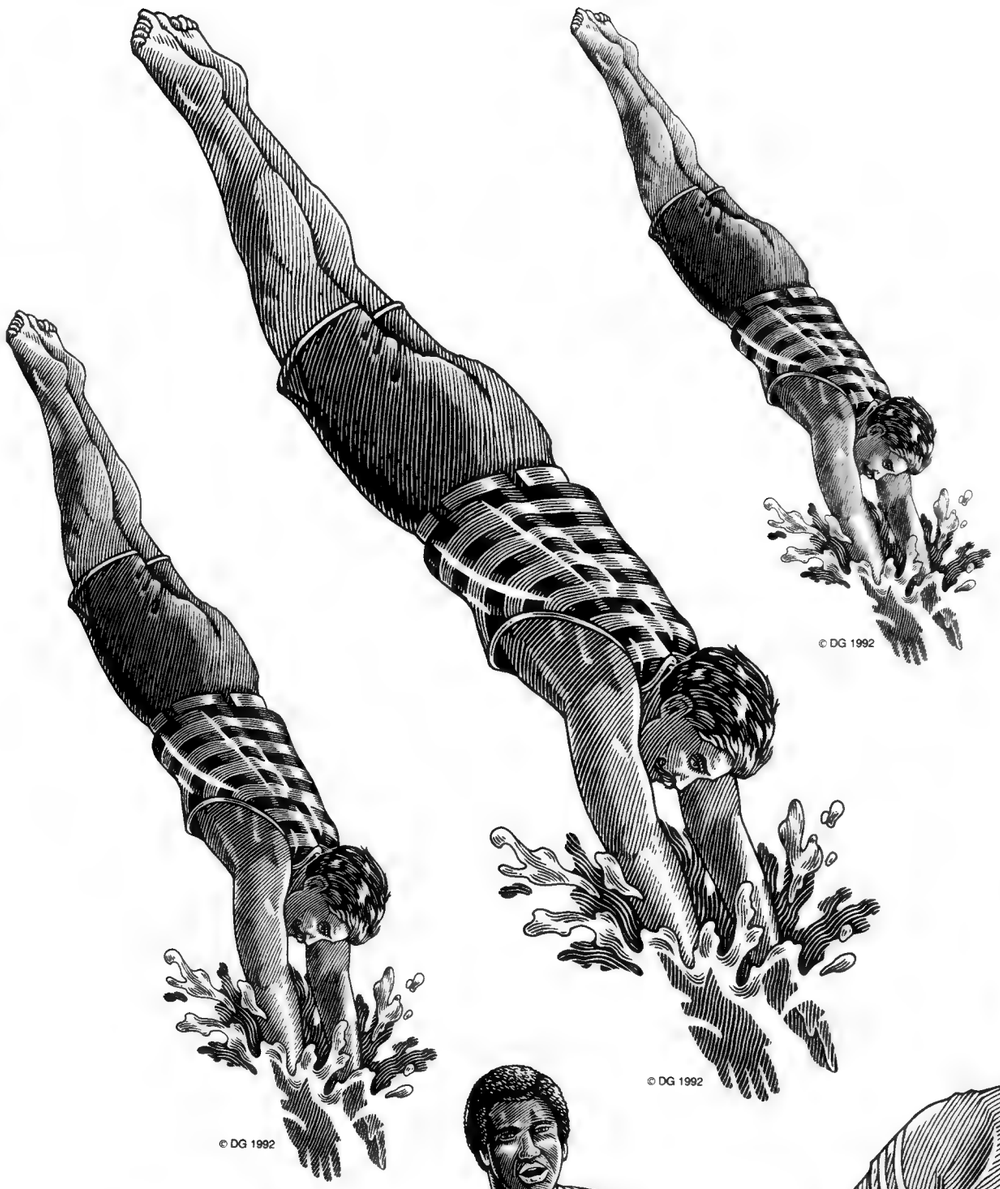
---

she never discussed financial problems?

Today, women are more involved in their finances than ever before. But before you consider investing, be sure you have all the information you need.

Our brokers can help you decide on the investment portfolio that's right for you, and keep you up to date with monthly reports. Call 555-8221 to set up an appointment.

Fairgate Investment Co.
1387 S. Seneca Drive, Ste. 14B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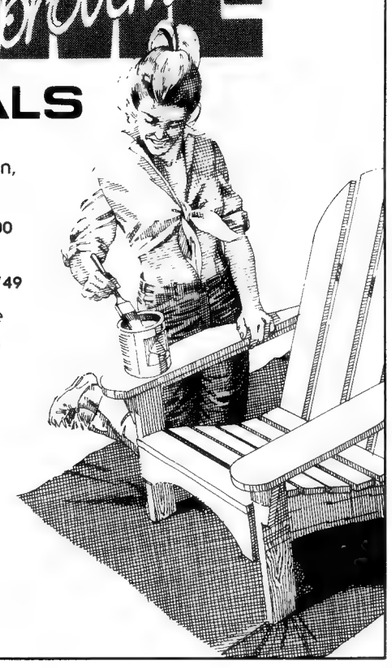
HOME improvement SPECIALS



Before you start, stop in, stock up, and save!

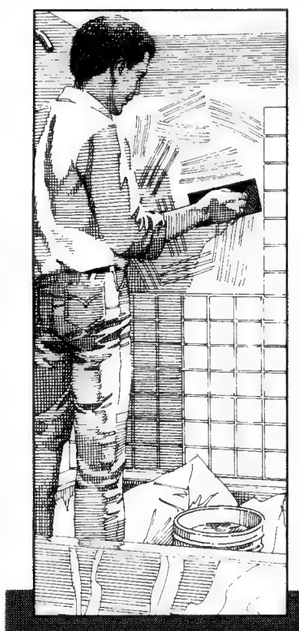
Step ladder... $25.00
Aluminum, 12 feet

Everseal caulk... $7.49
Indoor use, 10 oz. tube

Wood Stains... $9.95
Available in 4 colors

All Paintbrushes
10% off

Marshall's
your one stop store
Northshore Mall
Mon-Sat 9-10 Sun 12-6

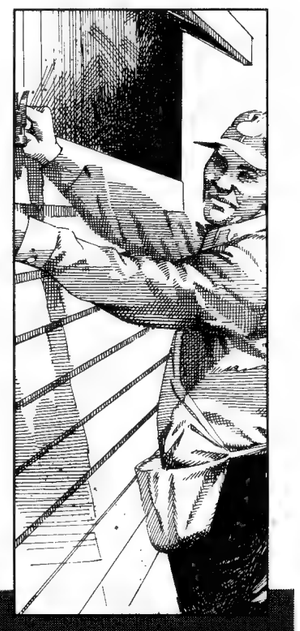


Don't move...

Until you find out more about our convenient Home Improvement Loans

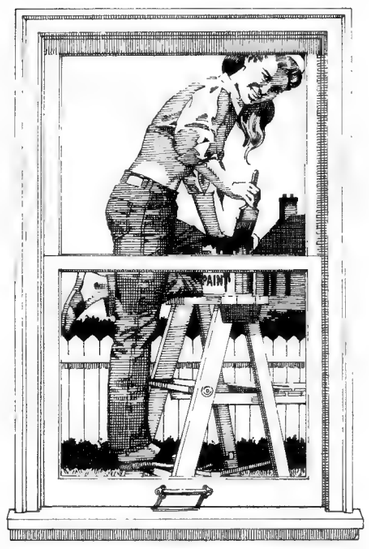
Our loans feature low interest rates and no points. Loan approval is fast and easy, and the repayment plan will fit your budget. See a loan officer today.

Improve!



MORRIS BANK
Northpoint Center

Brush up around your house



Great coverage and protection in a rainbow of colors for your interior or exterior projects

Glide-On Interior satin finish $13.79
Swedish Boy exterior latex $12.29
Whittmore interior enamel $10.00
Corsell Finish semi-gloss $9.50

Corsell's Paint & Supply
913 Monroe • Mon-Sat 9-9, Sun 12-6

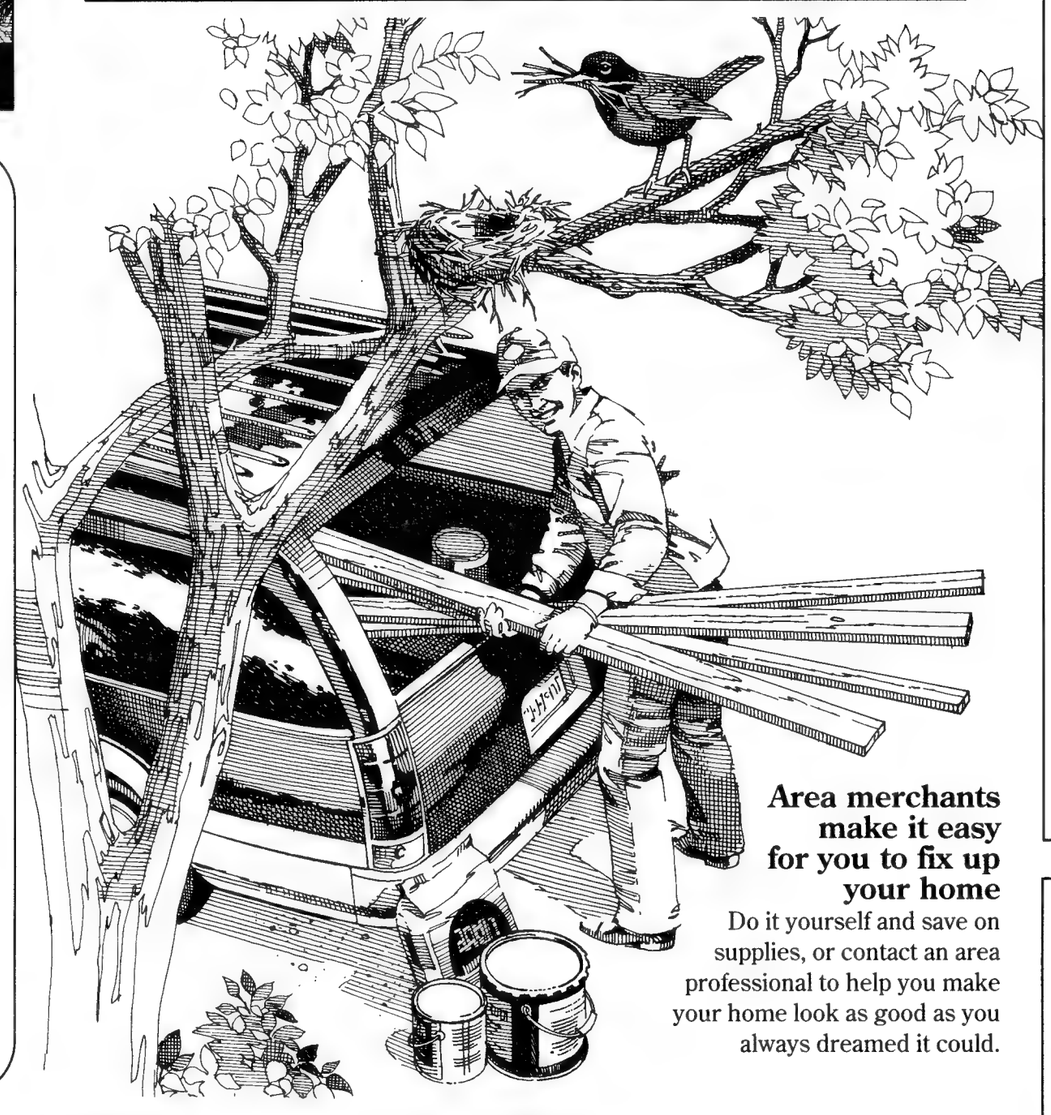
Spring's the Thing!

Brighten up any room in your home with a professionally designed new look. Call 555-9876 for a free consultation.

Devene Interiors 1209 Westland

A directory of area services

HOME IMPROVEMENT



Get ready for spring!

Springtime is planting time, so stop in and stock up on all the goodies you need to make your garden grow.

Save 25%-30% on
- Hanging baskets
- Tropical plants
- Trees and shrubs
- Water hyacinths
- Garden mulch
- Fertilizers
- House plants

Westside Nursery
1098 Moreland
555-4311

Area merchants make it easy for you to fix up your home

Do it yourself and save on supplies, or contact an area professional to help you make your home look as good as you always dreamed it could.

Home Improvement and Decorating Classes

We can teach you how to fix it, how to build it, or how to improve it, even if you've never held a hammer in your hand before. Sign up for basic home repair, plumbing, wiring or decorating classes. Courses are not for credit. Call today!

Central State College
call 555-7665 to register for classes

We've got great plans for you...

...if you are planning to expand or add to your home

Need to make more room for your growing family? Make plans to call us for your building needs.

G & K Builders
5422 Haymeadow • 555-6136

Yard & Garden Sale

Get set for spring with low prices on all your planting needs

Save 15% on
- potted plants
- garden tools
- weed killer
- garden plants
- fertilizers
- garden hoses
- lawn trimmers

Moore
Lawn & Garden 810 Ashway 555-6432

Paint up, Clean up, Fix up

No matter what you're working on, we've got what you need to get the job done.

Custom Craft tools dealer

Kooper Hardware
In Evergreen Square
Open Mon-Sat 9-9, Sun 12-6

Get started now on those spring projects and save

Seal King
water sealant, gal..... $12.00

Interior Latex
10 colors, per gal..... $10.17

Stryker 12'
extension cord..... $9.95

WorkMan
leather tool belt..... $27.75

jenson's
HOME CENTER
513 Pioneer Park • 555-9086

DO IT YOURSELF

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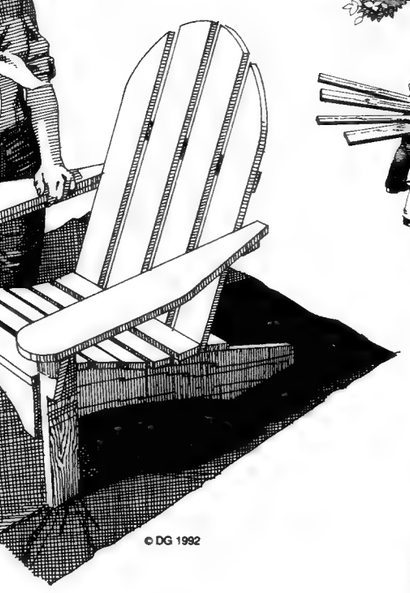
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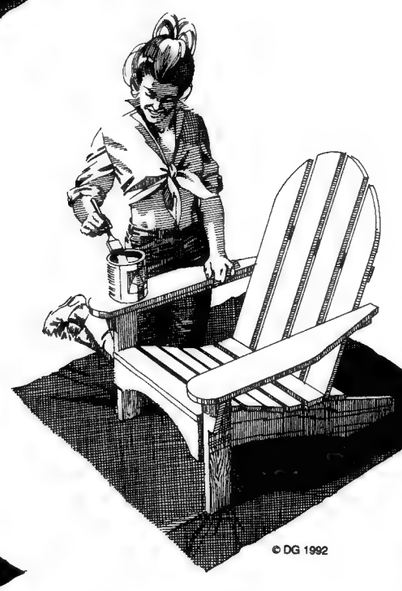
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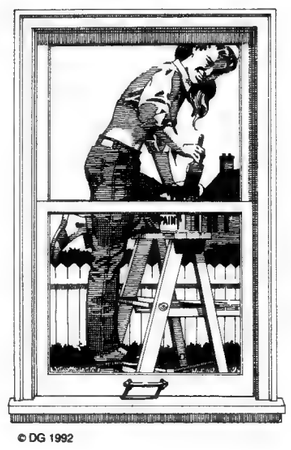
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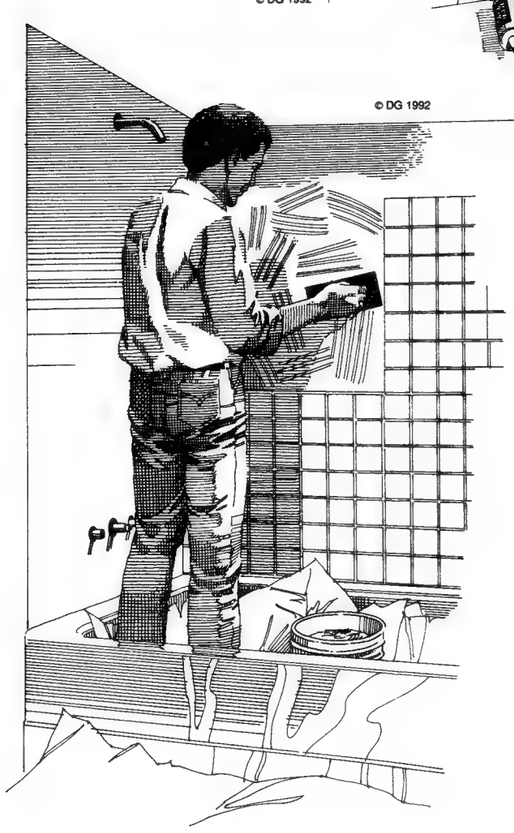
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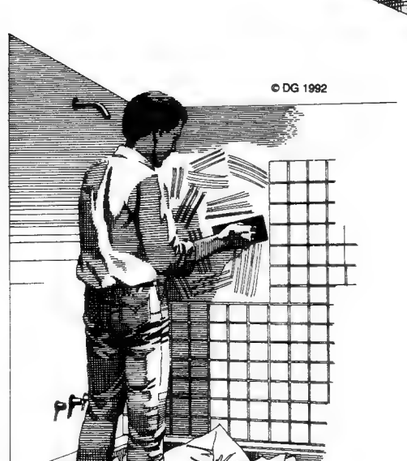
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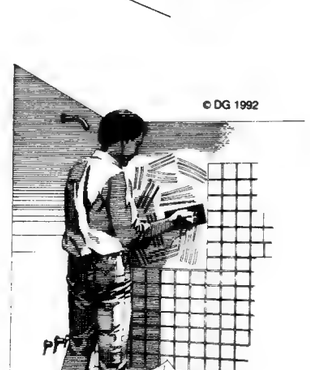
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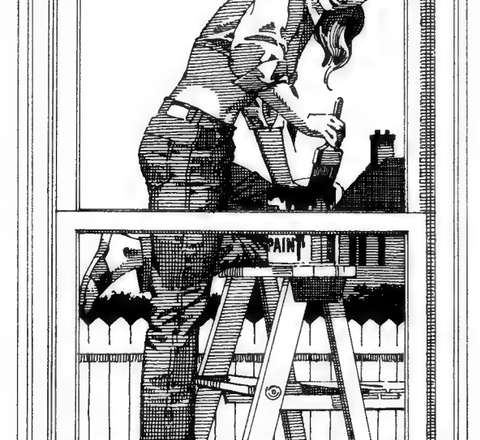
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You Are The Best Teacher Your Child Will Ever Have!

Be sure you teach your child more than just the basics of living

Kids need to know more than just how to dress and tie their shoes. You have the chance to give a strong sense of morals and values to your children. And that's something that kids really need in today's rapidly changing and sometimes confusing society. So make a difference for your kids, worship regularly at the church of your choice.

SOUTHERN CHRISTIAN LEADERSHIP FOUNDATION
Rev. James Morrison, Dir. • 4511 W. Washington St. • PH 555-3009

Outdoor Living

Get ready now for warm weather fun!

If you're into hunting, fishing, hiking, or any outdoor activity, we've got what you need to have a great time in the great outdoors.

Olson Sporting Goods
In Brown's Plaza

Life Insurance Used To Be Just For Men

Today, women are often the sole family providers. So be sure your coverage is adequate for your needs.

ACE INSURANCE AGENCY
721 S. McLean St. • 555-5112

Yard & Garden SALE

Save on everything you need to make your garden grow this year

Get a head start on a green summer with up to 30% off selected starter plants, seeds, trees, flower flats, equipment, and fertilizer. Sale ends Saturday, March 21.

EVERGREEN LANDSCAPING
700 Verdant Ln. • Open 10 to 7 daily

It's Our Annual
White Sale

Curl up with something soft and fluffy

Blankets, pillows, sheets, towels, and all our other whites are marked 20 to 35% off in our housewares department, now through March 28.

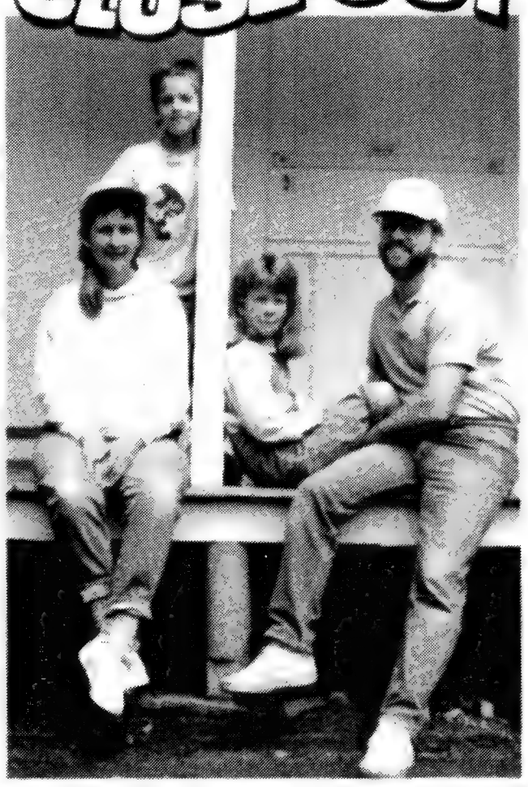
Cunningham's
116 Center • Open M-S 10 to 7

Take good care of yourself, for their sake

You may get plenty of exercise and eat right, but it's still important to have a yearly physical. Call 555-9722 for an appointment.

Women's Healthcare Center
101 Atwood • Open Mon.-Sat. until 6 p.m.

End of the Season CLOSE-OUT



Save An Additional 50% On Clearance Apparel For Men, Women, And Kids

We need to make room for some hot new summer merchandise. That means drastic markdowns on quality winter and spring clothing, coats, and shoes for you and your family. But don't wait to save! This sale absolutely ends Sunday, March 29 at 5 p.m.

Chatwood and Company
[illegible] • Open [illegible]

The Purrfect Sale

Everyone will be quite curious

about your fabulous new spring wardrobe. But you don't have to tell them you saved up to 30% on every thing you got before Mar 14.

Bergan's
Department Store
[illegible] Jefferson St.

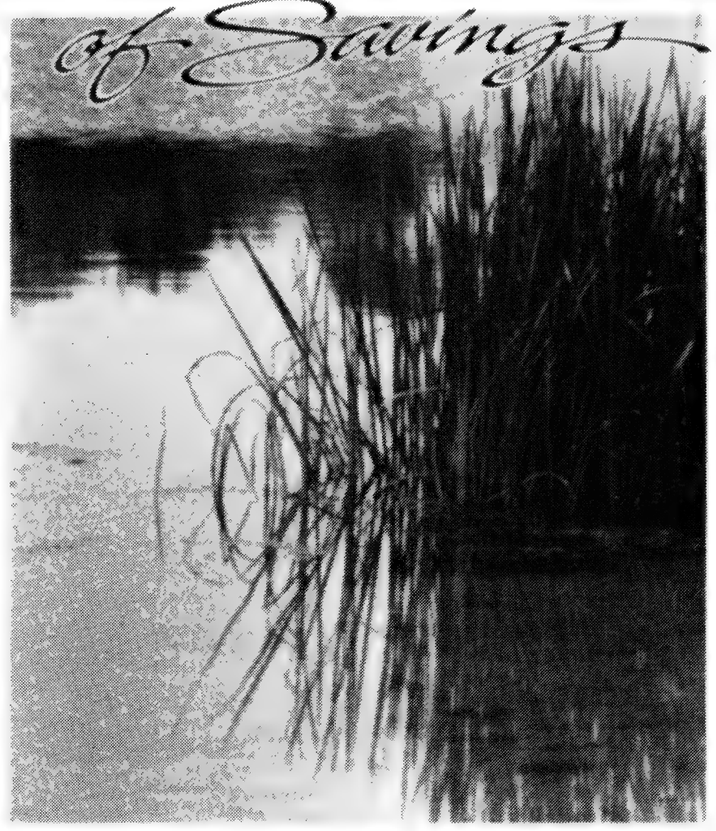
Spring

It's Time for a Growing Experience

[illegible]

FOX RIVER SUMMER CAMP
Located in Greenwich WI

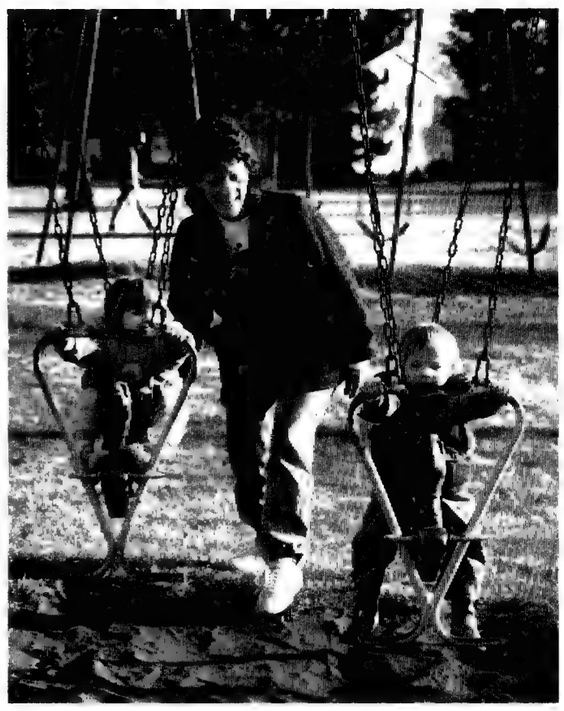
SPRING SHOWCASE of Savings

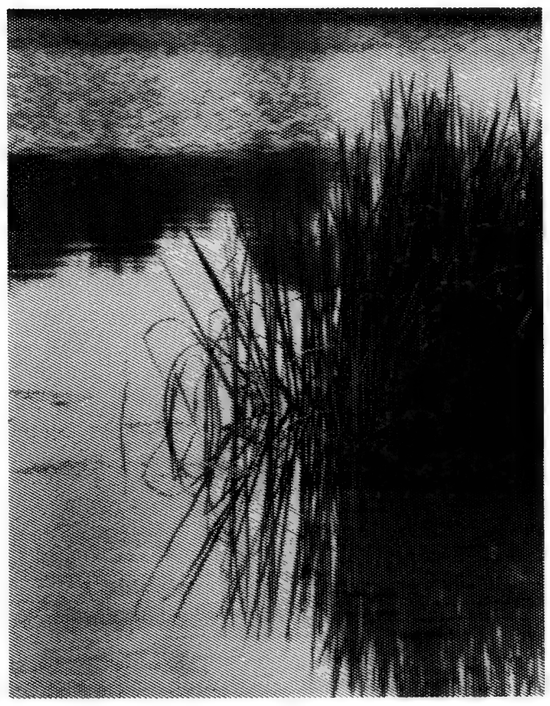


Get a new look without spending a lot

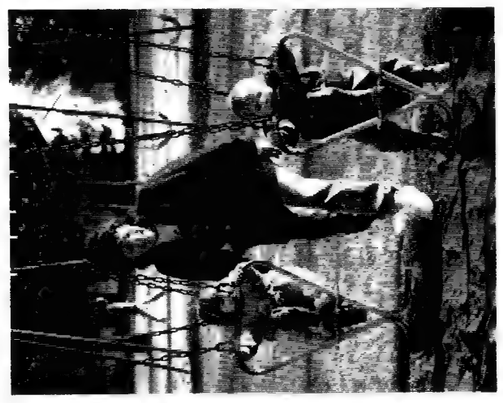
Change the look of any room in your home this spring. Come in for great low prices on quality furniture and decorative accessories, plus affordable financing and free delivery to a limited area.

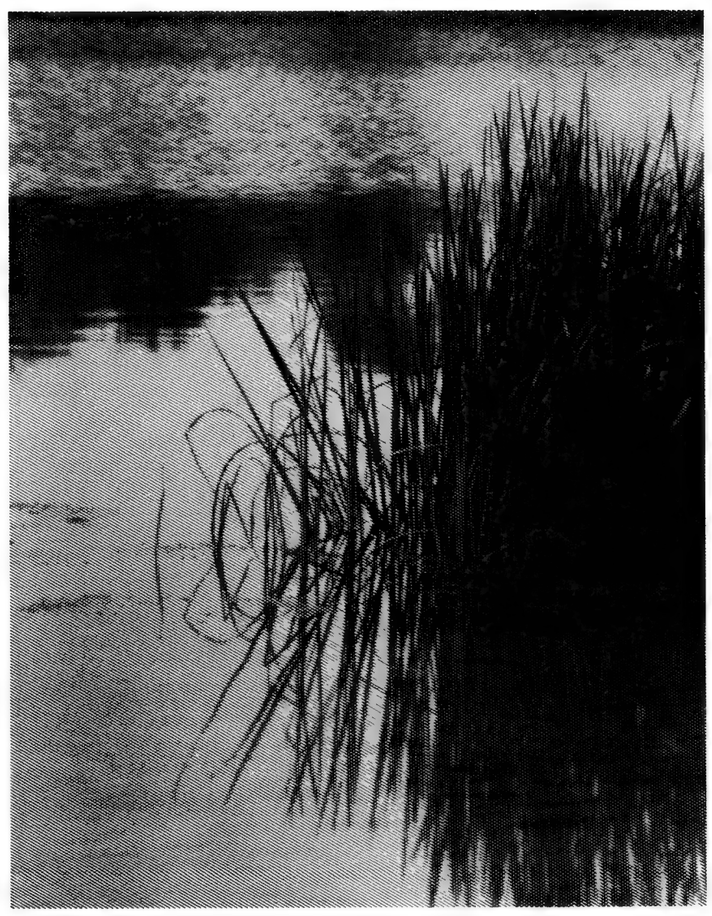
Charter House Furniture
[illegible] • Open [illegible]

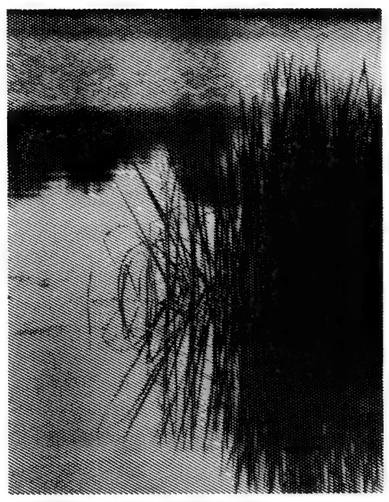




THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.







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"Stock up and Save" Sept. 87 PMS

STOCK UP AND SAVE!

Delicious meals are a snap with frozen foods!

Small Fry Frozen entrees, 10 choices	$1.00
Santa Fé Mexican meals, hot or mild	$1.27
Hearty Man Larger portions, 10 choices	$2.00
Lite Life Low-cal, low sodium meals	$1.50
Green Guy Frozen veggie side dishes	99¢
Buffet Boil in bags, 10 varieties	$1.30
Spud Buddies Choose from 7 side dishes	$1.50
Home Cookin' Family style entrees	$5.00

BEN'S
1993 Westmont Ln.
Open 24 hours a day

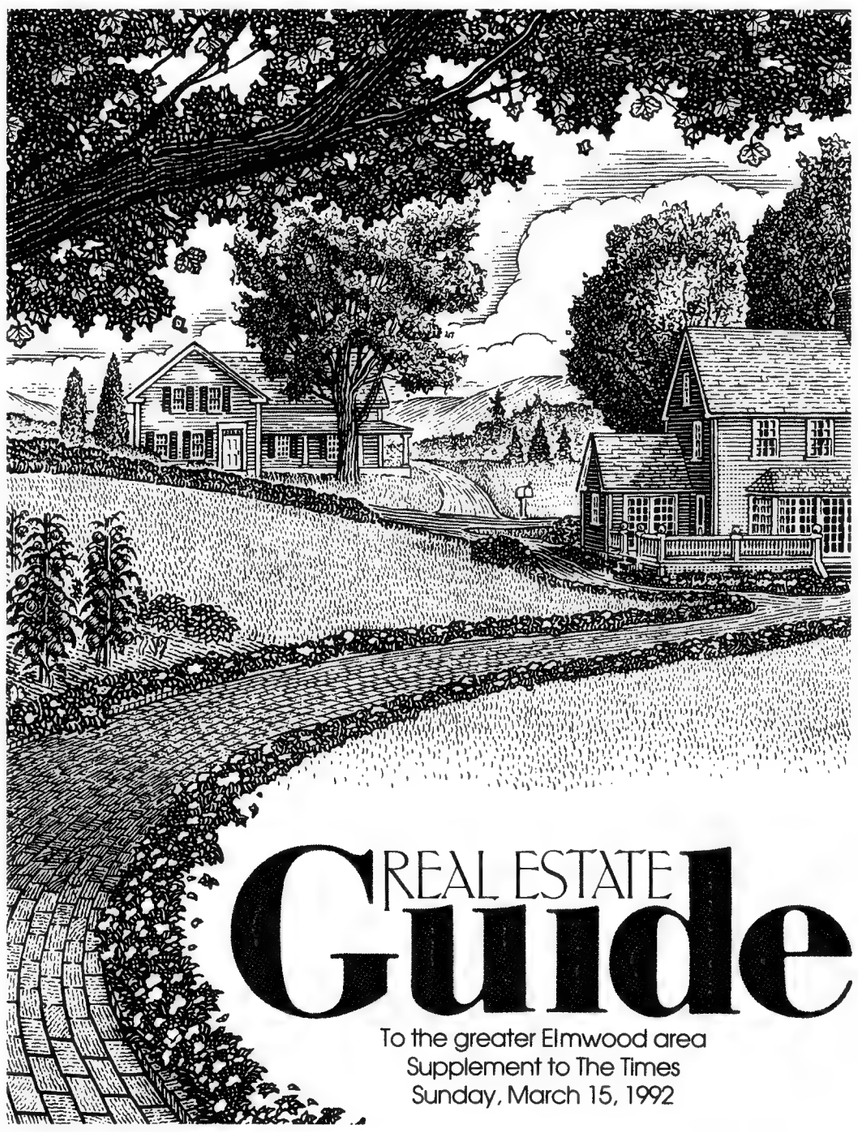
"Pardon Our Dust" April 86 PMS

PARDON OUR DUST

We're remodeling our store to offer you more – and that means savings!

Men's ToughOnes blue jeans only $19.99
All Trakin stuffed animals now $7.99
Cheetah running shoes are $17.25
Weston alarm clocks only $9.95
Bauz VHS tapes each $1.50

VALLEY VARIETY
Located at 1615 E. Ventura Rd.
Open daily from 9 to 7



REAL ESTATE Guide

To the greater Elmwood area
Supplement to The Times
Sunday, March 15, 1992

Ready Set Grow

We've got everything you need for a green summer
It's time to start planting, so stop in for some fresh ideas for your lawn and garden.

Save $10 on all fruit trees, now thru March 31st.

WESTSIDE NURSERY
745 Lakeland Ave.

SPRING BREAK SPECIALS

Call 555-9221 for get-away bargains

Sunny South Padre Island
Flight and room at Beachside Hotel only $525.00

Six days in Jamaica
Air and lodging at the Laguna Hotel for $799.00

Holiday Travel
Located in Watterson Plaza
Open Mon.-Sat. until 8 p.m.

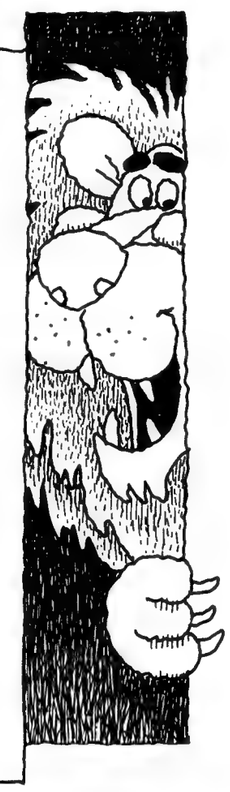
Headline Aug. 89 PMS

No Lyin'- It's a **Grrreat Sale**

Just come in and check out the prices if you don't believe us! You'll find super savings on all
• **SpeedColor Markers** • **Benti Fine Line Pens** • **Mila Brushes**
• **Aldo Templates** • **Mat Cutters**
• **Vellum Pads** • **Sketchbooks**

Plus, Save Up To 15%
on all Stevedor oak taborets, art files, and cabinets

The Pen & Palette
1888 Octave St. • 555-8448



DO IT YOURSELF

And learn how to do a great job! Hanging wallpaper is easy when you know how. Sign up for our free seminar today!

WALL TO WALL
109 E. Market St.
Ph. 555-4001

How to Build a SOLID Future

It's never too early to start saving for your child's education. At least your private college education is projected to cost $165,000 seventeen years from now. We can help you prepare for this expense without a graduate Assistantship plan: a personalized analysis based on what you want for your child tomorrow—and what you can afford to put away today. Together with your personal financial consultant you can make plans to help meet those goals. Investments can include T-Bills and EXETF, insured CDs and government guaranteed zero-coupon bonds. Plus, with the Education IRA Act, you can minimize the tax bite on your child's college savings. Call 555-9001 and learn more about building a solid foundation for your child's future.

Jacoby/Taft Investment Group
In the Westbury Park Plaza

SAVE Time & Money
THE JOURNAL CLASSIFIEDS

Headline Mar. 88 PMS

Come see the colorful selection

New for Spring

The perfect looks for any occasion this season

Silk dresses from Dina Marsh

Knit separates from Paulo

Career suits from Mr. René

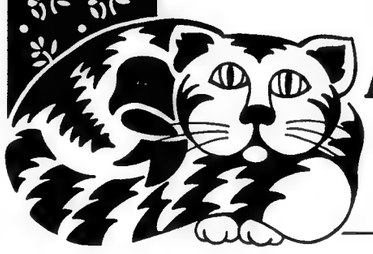
Casual pants from Al Coton

Jackets from Beged Orre

Formal wear from Ma Jeune

Leather bags from Attaché

Accessories from A. J. Finstine



ARDMORE'S
1701 Verdant Ln.
Open 10 to 6

- Sofas • Chairs
- Recliners
- Dinette Sets
- Bedroom Sets
- Celing Fans
- Sleeper Sofas

"the" Mar. 89 PMS "Sale" May 89 PMS

it's *the* LUCK of the IRISH Sale

Buy before March 31st and get
0% Financing for 1 year!
Offer applies to qualified buyers only. Certain restrictions may apply.

Steven's FURNITURE
Located in CandleWicke Plaza • Open Mon.-Sat. 10 to 9

COLOR PLATE

BLACK PLATE

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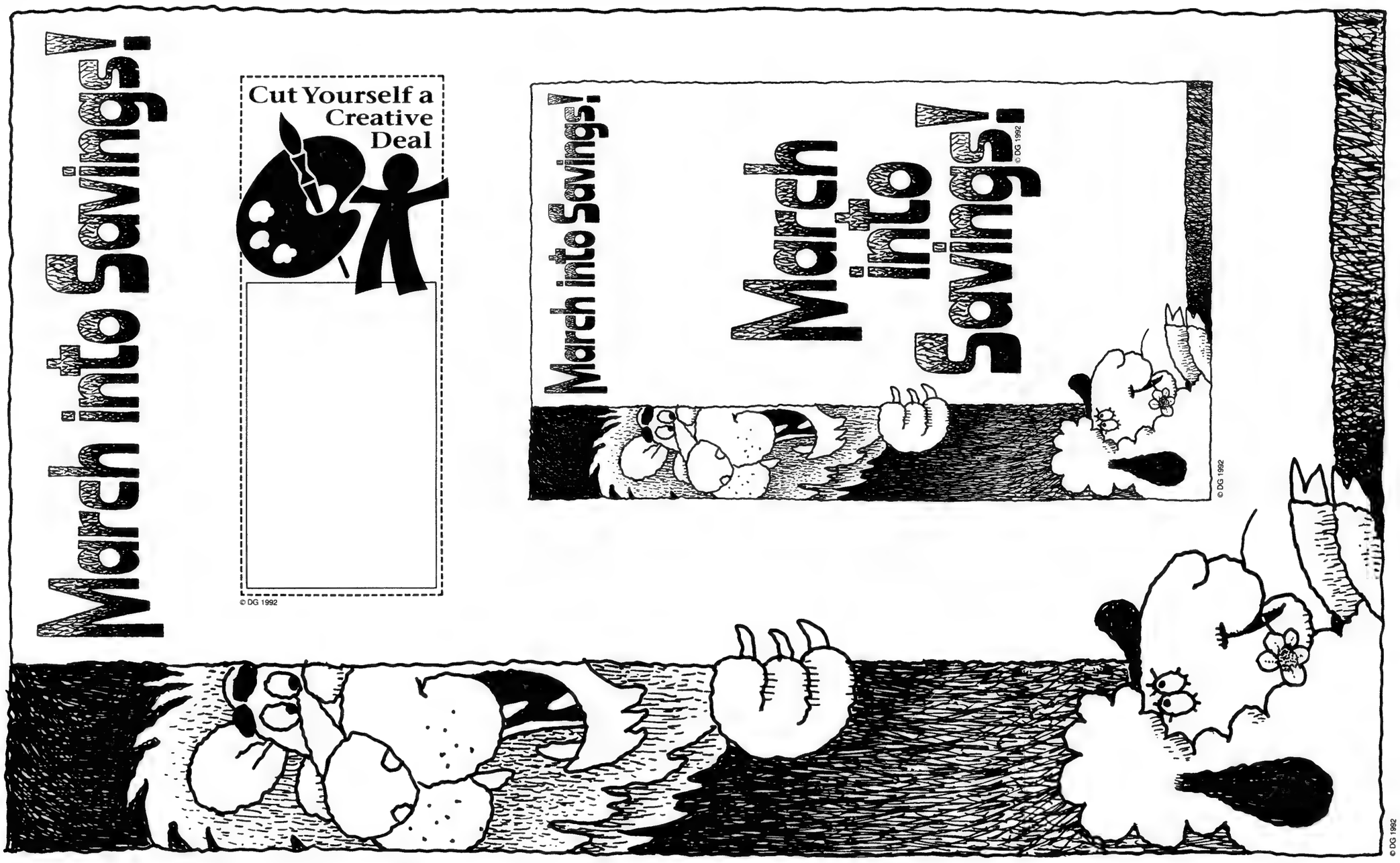
March into Savings!
March into Savings!
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March into Savings!
Cut Yourself a Creative Deal
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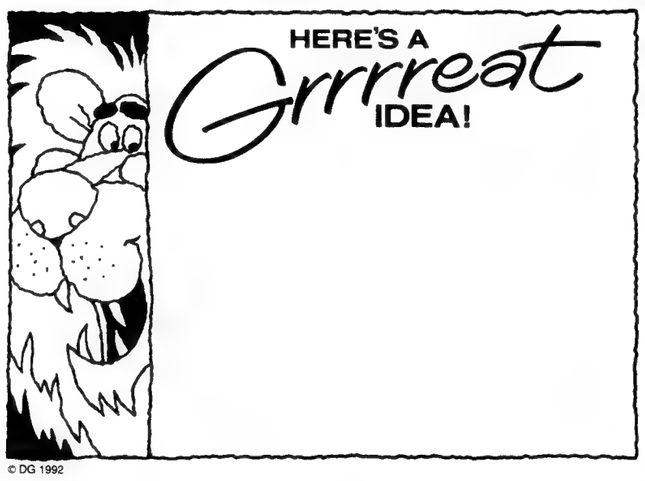
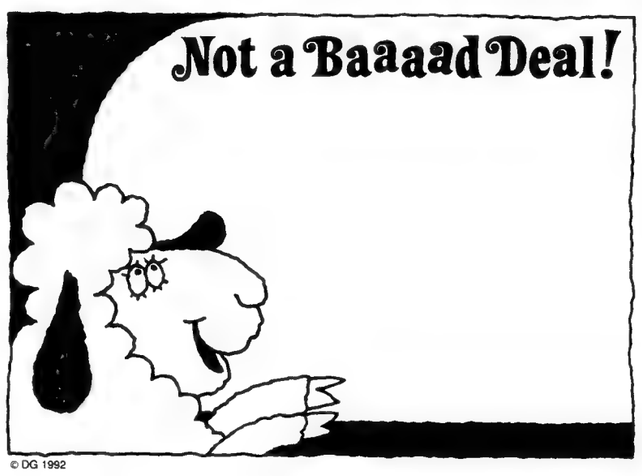

HERE'S A Grrrreat IDEA!
© DG 1992


Not a Baaaad Deal!
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Star-spangled Bargains
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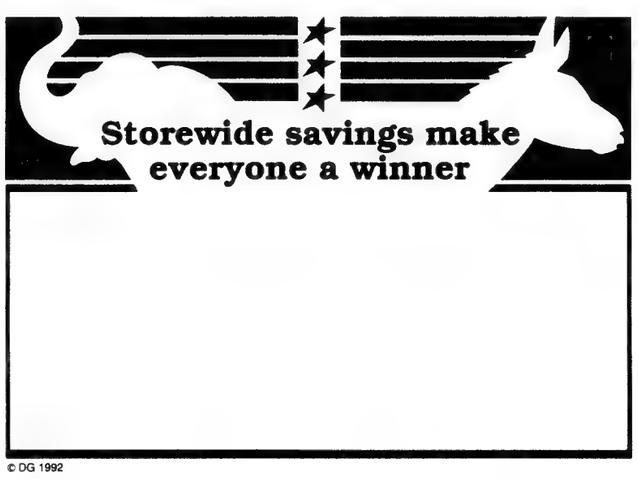
Storewide savings make everyone a winner
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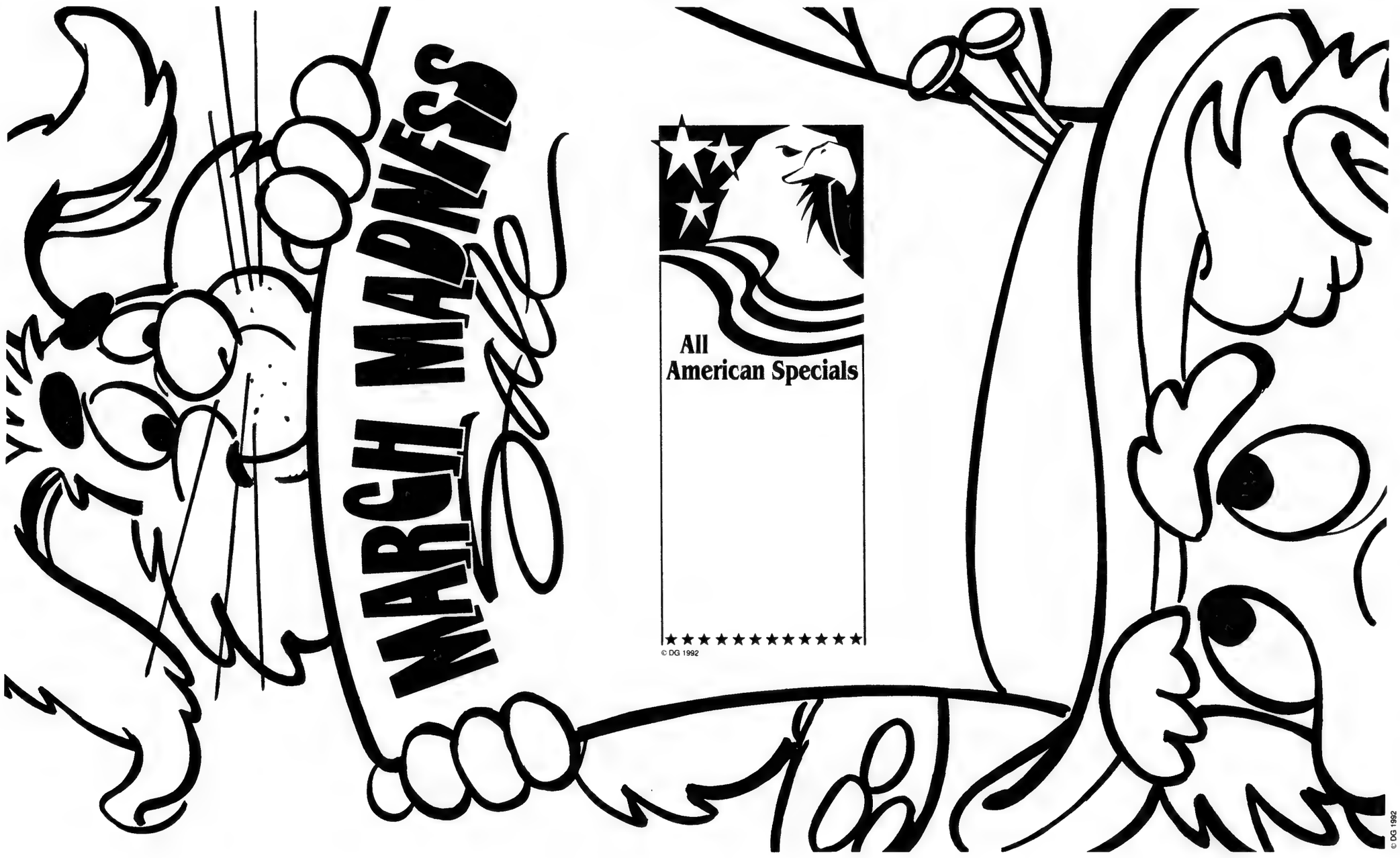
MARCH MADNESS Sale
All American Specials
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COMPUTE the savings

READY, SET, GROW

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Blow Your Own Horn!

© DG 1992

Fast & Fresh from the Freezer!

© DG 1992

Join the fun... St. Pat's Day

Bargains Are Popping Up All Over

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MARCH MADNESS

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March into Savings!

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QUALITY you can count on

© DG 1992

Spring HOME SALE

You're Invited...

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Spring HOME SALE

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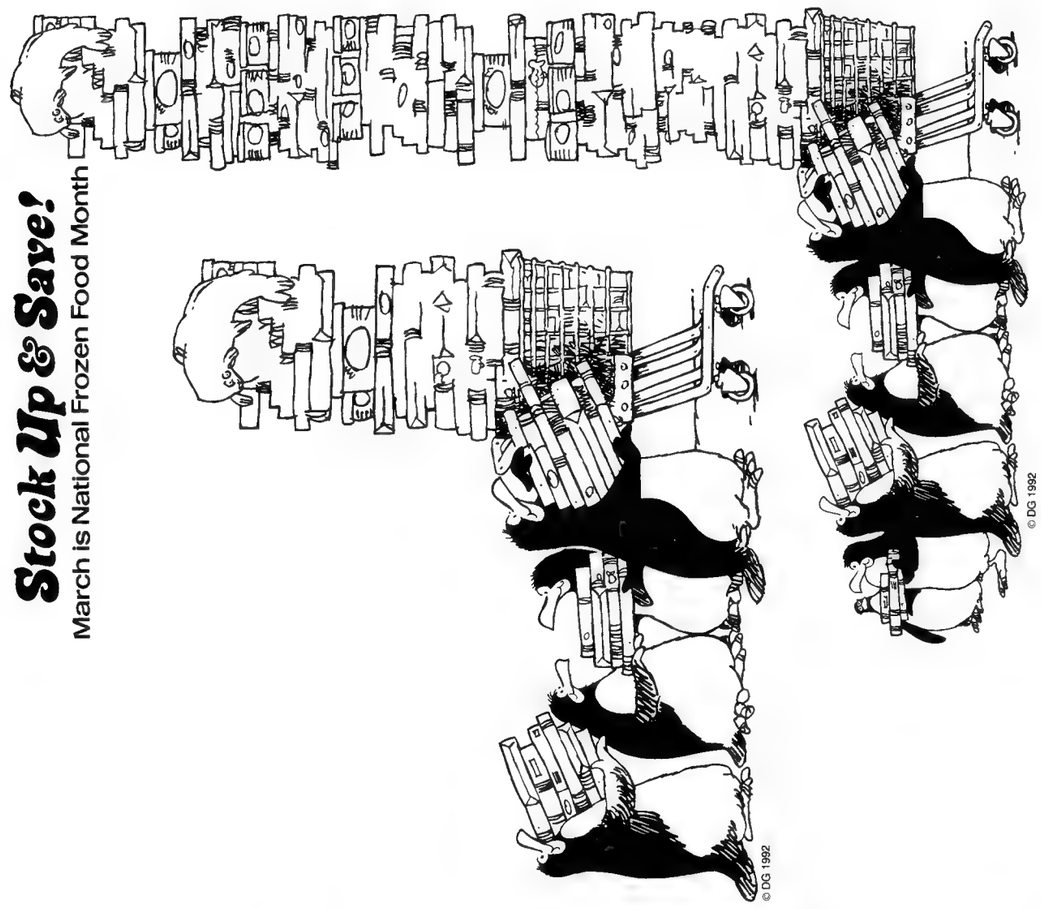
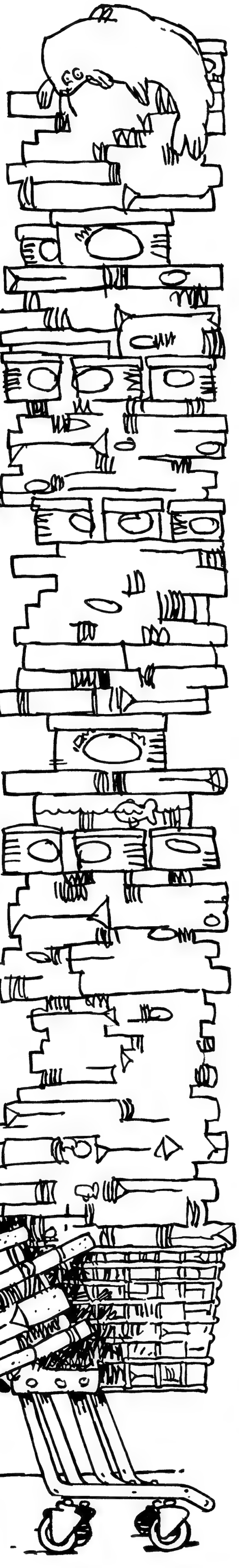
Stock Up & Save!

March is National Frozen Food Month





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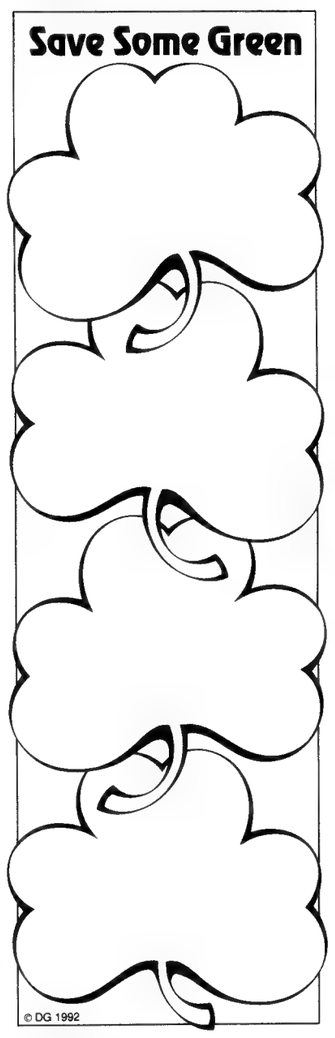

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Kick Up Your Heels!

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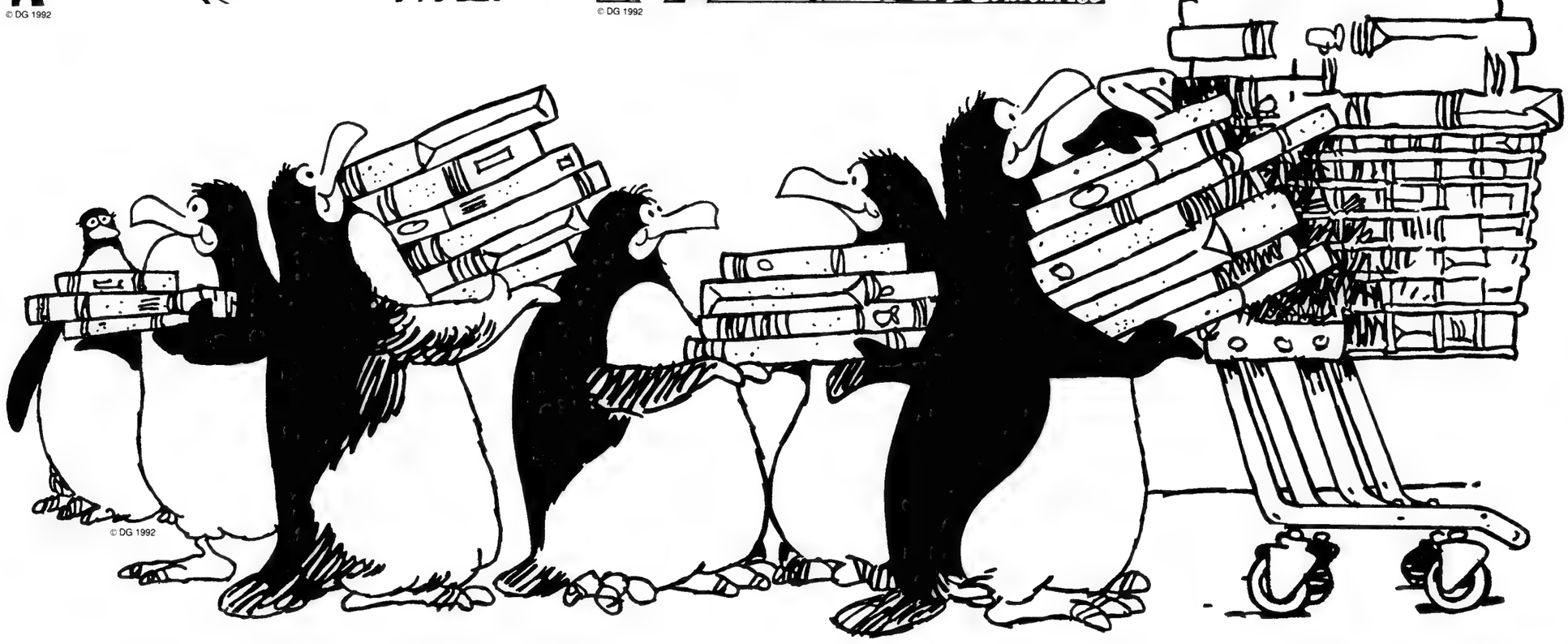

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Prices you can
afford,
QUALITY
you can count on.

YARD & GARDEN Guide

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MARCH MADNESS

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Prices you can
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you can count on.

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March into Savings!

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Join the fun...

St. Pat's Day

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Prices you can
afford,
QUALITY
you can count on.

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MAKE A BIG SPLASH!

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COMPUTE the savings

IT'S A MAD, MAD WAY TO SAVE!

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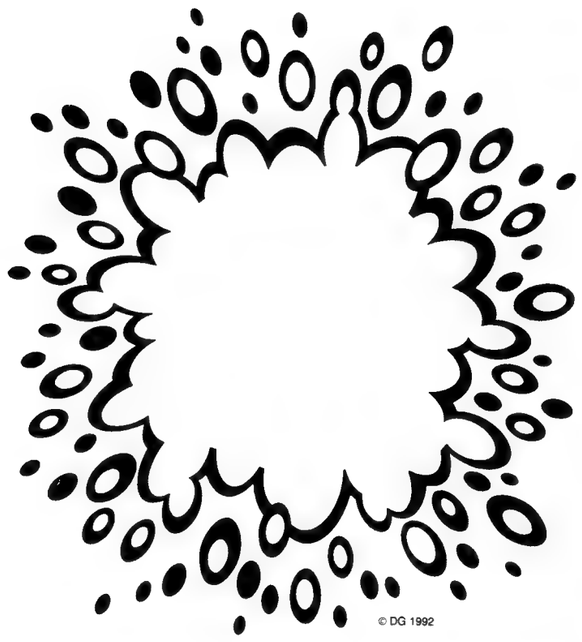
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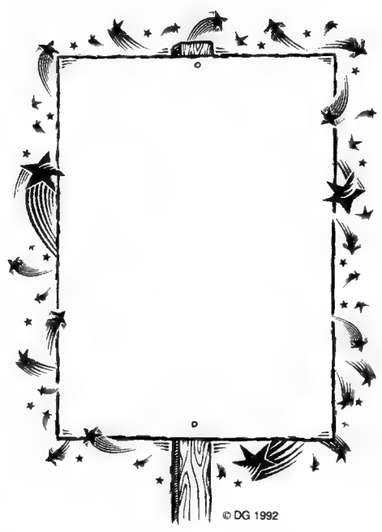
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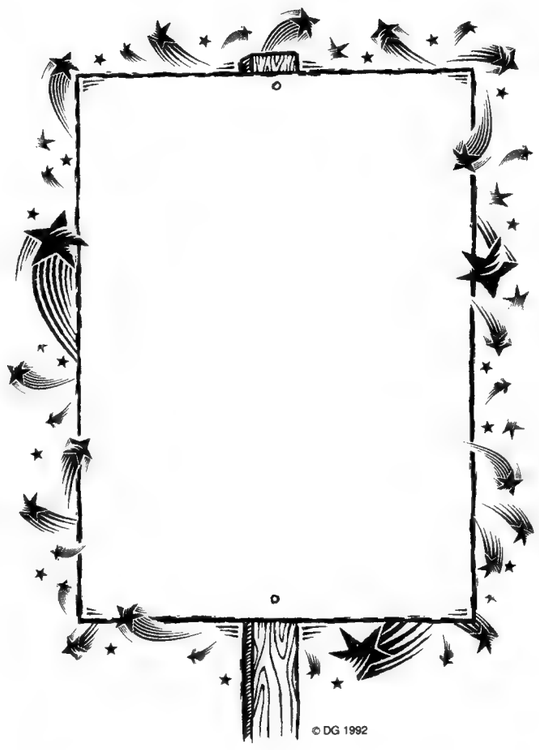
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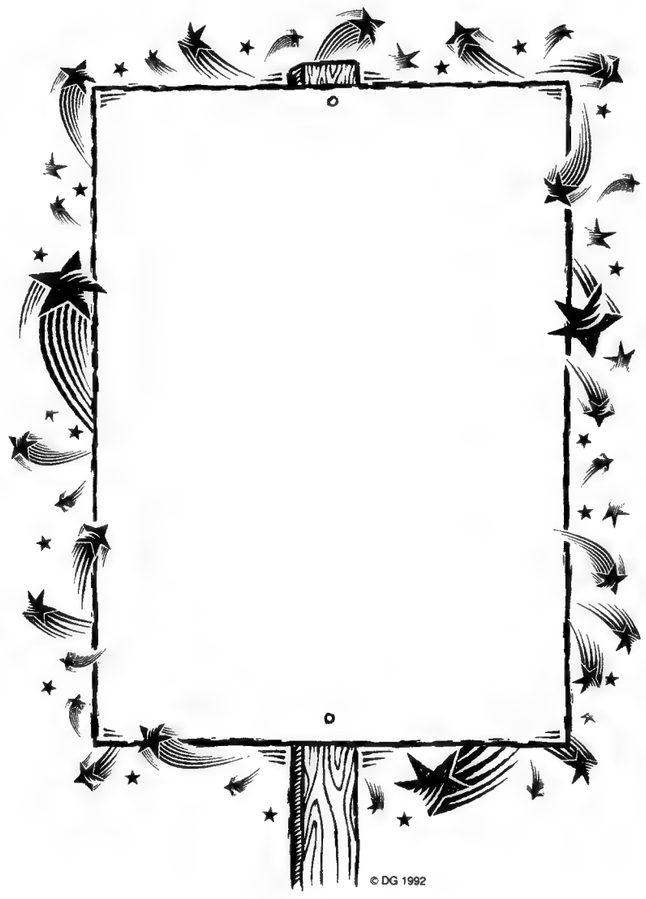
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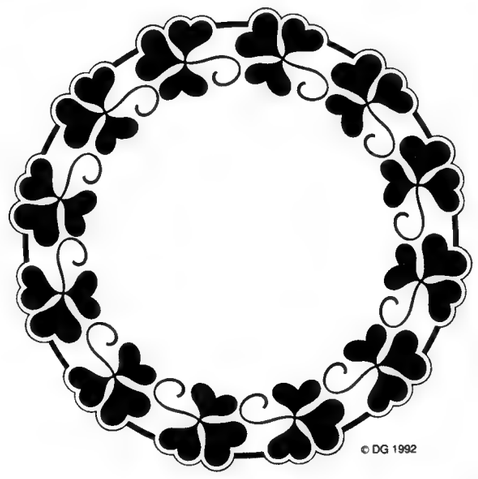
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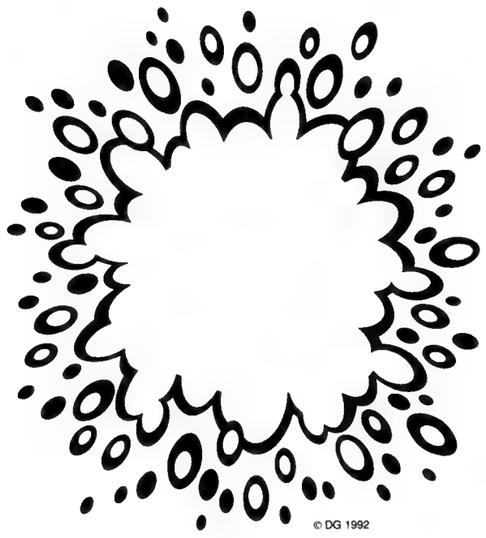
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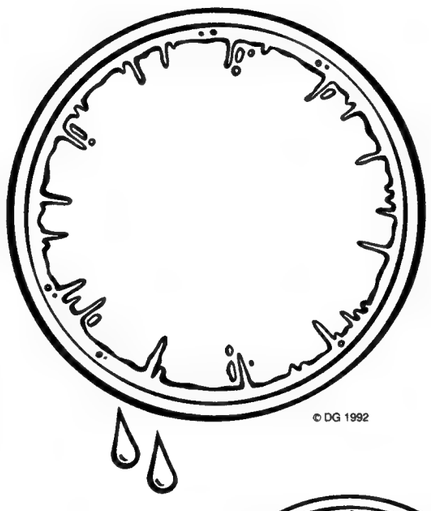
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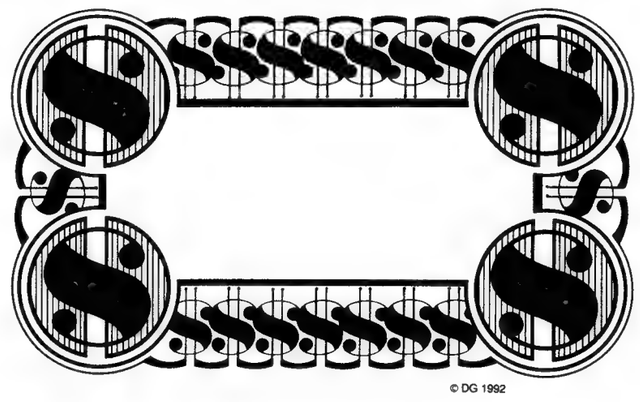
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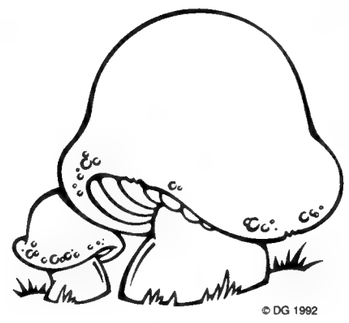
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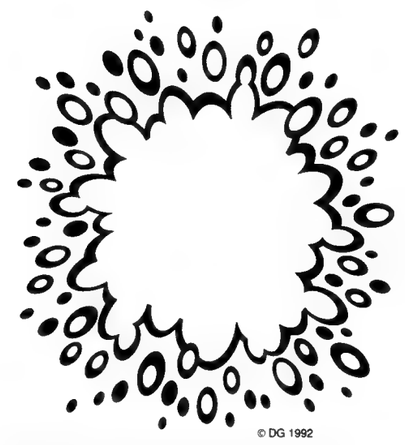
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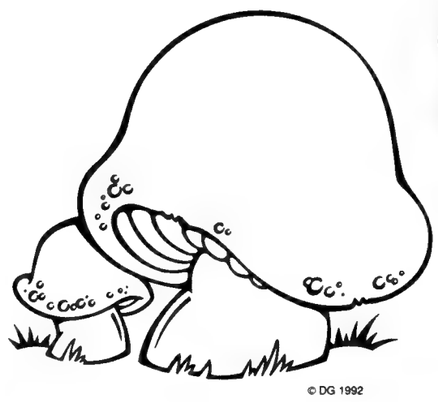
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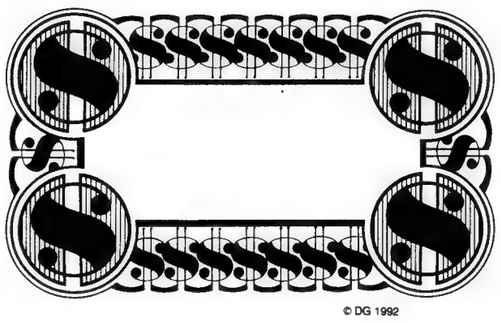
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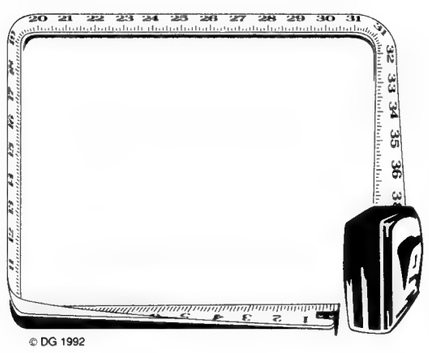
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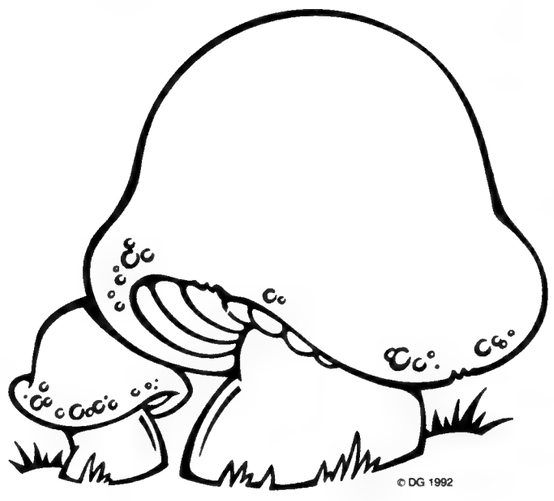
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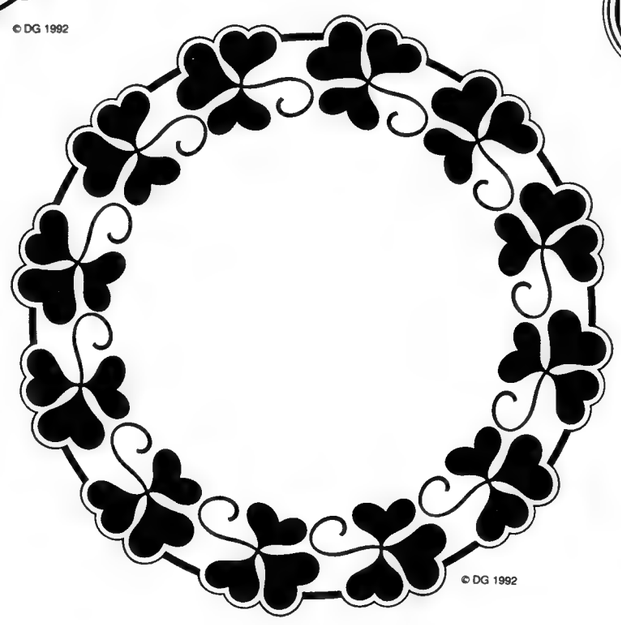
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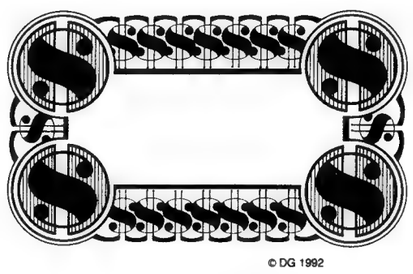
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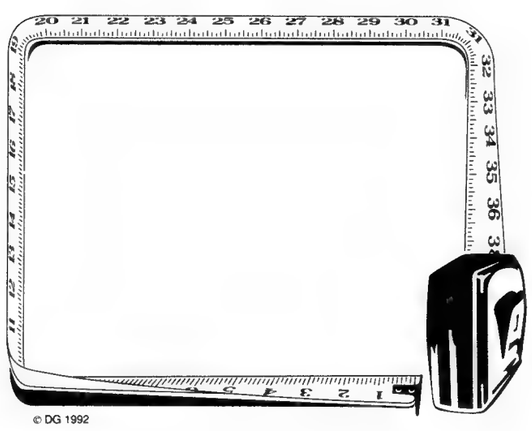
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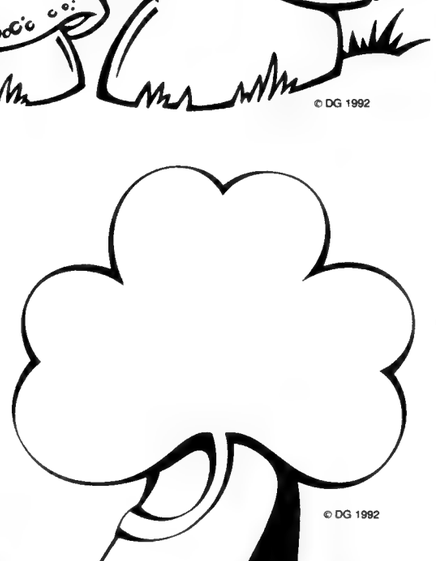
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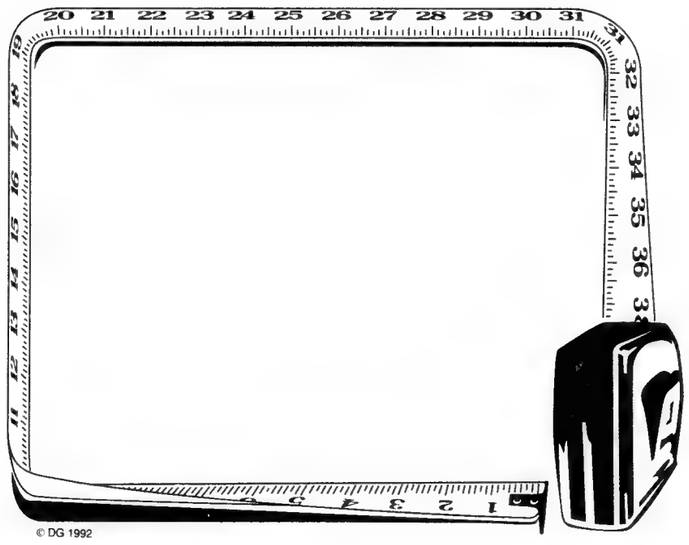
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MARCH
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SPRING
PRICE
BREAK
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Remember
when...
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FRIDAY THE 13TH
Sale
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Remember
when...
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Sale
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Spring's
the Thing!
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SPRING
PRICE
BREAK
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IT
YOUR-
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DO
IT
YOUR-
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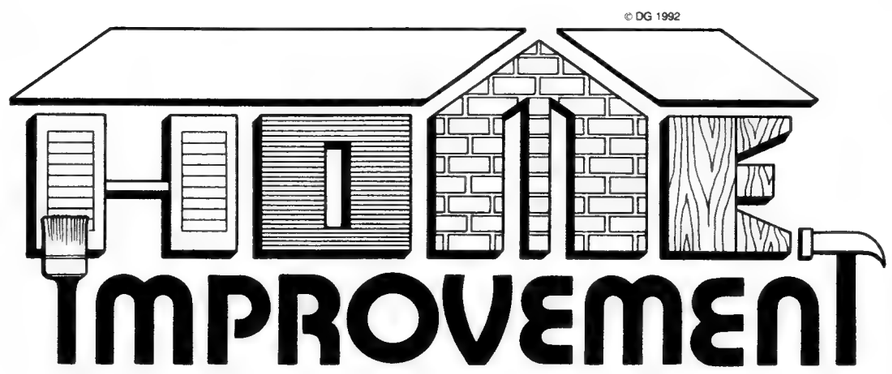
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IMPROVEMENT

READY
SET
GROW
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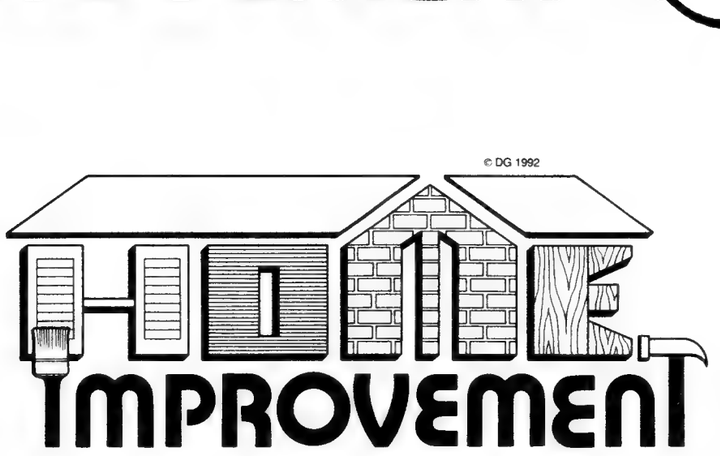
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IMPROVEMENT

READY
SET
GROW
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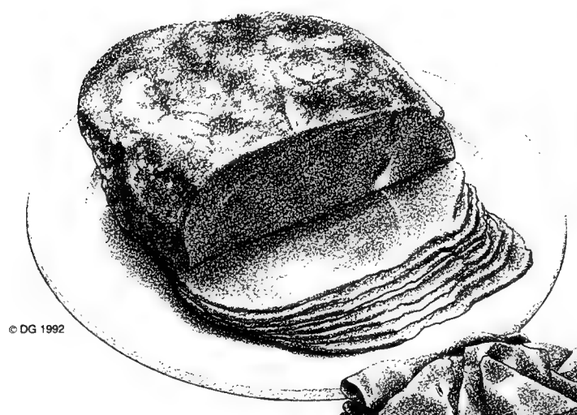
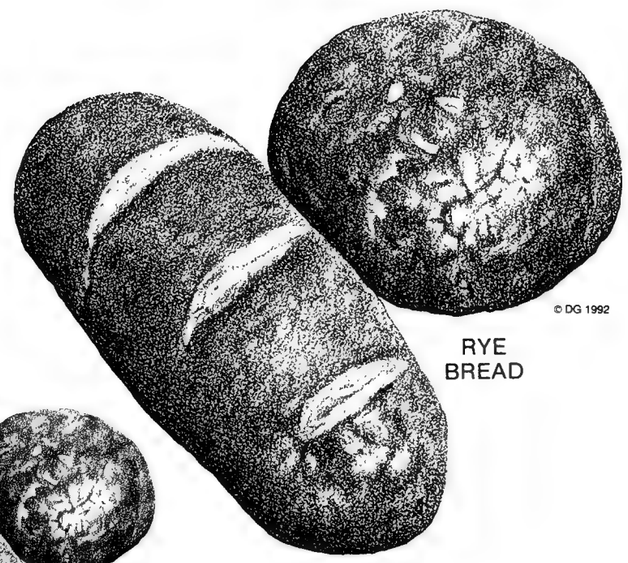
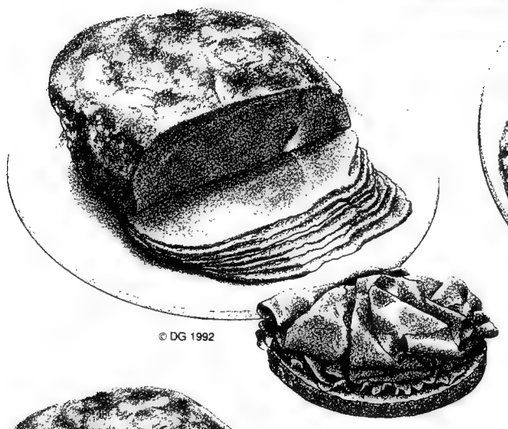


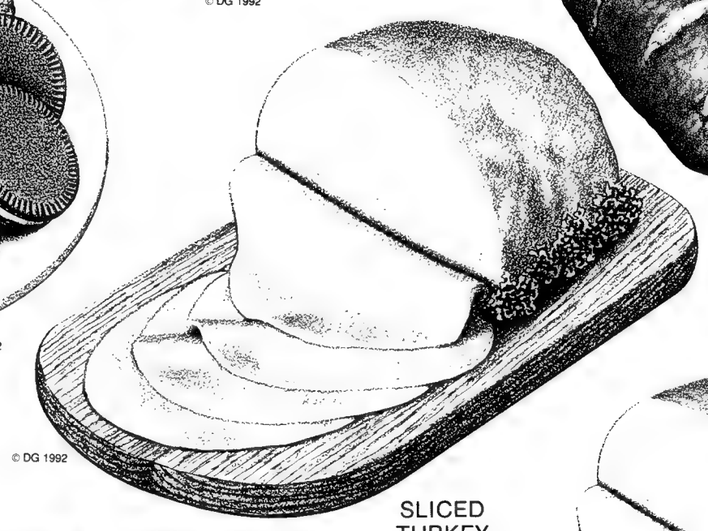
CORNED BEEF BRISKET

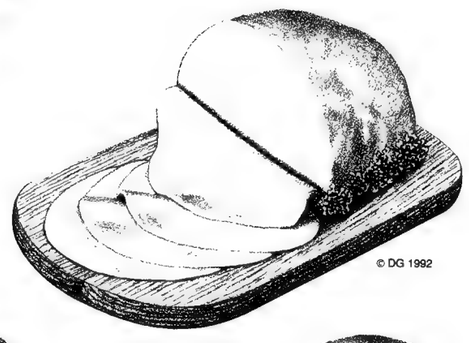


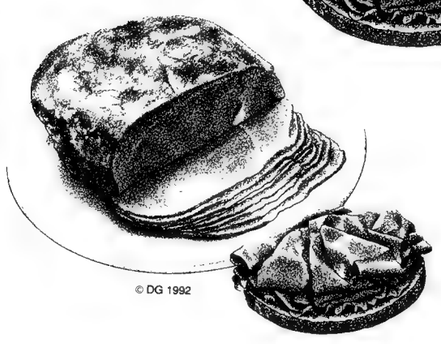
RYE BREAD



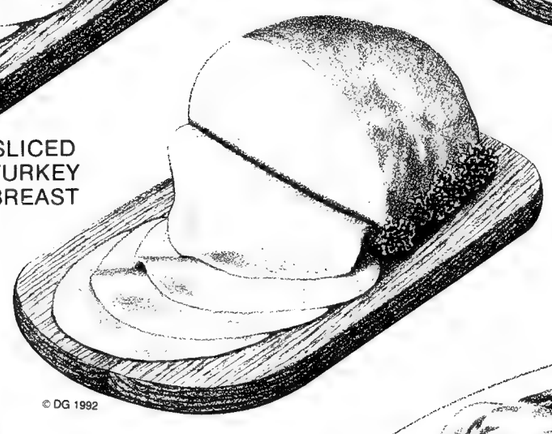
COOKIES

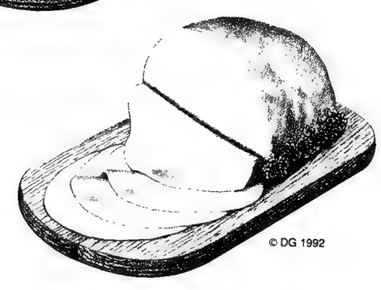


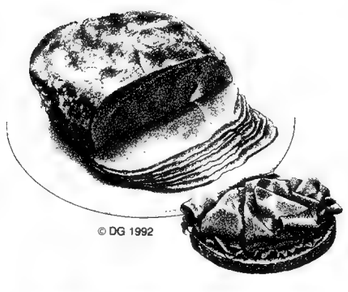


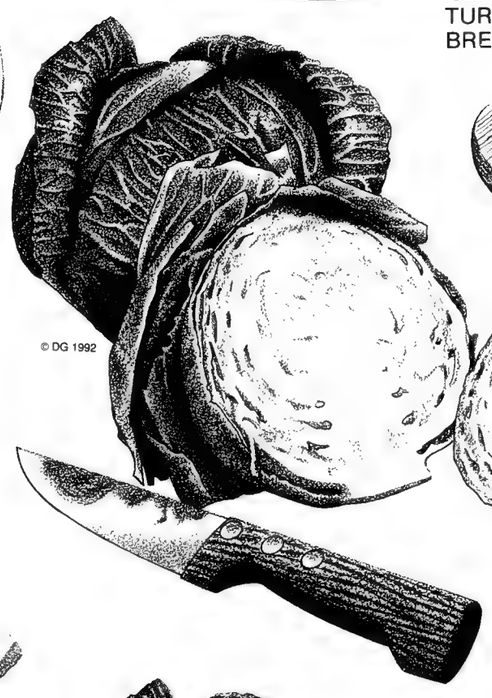


SLICED TURKEY BREAST

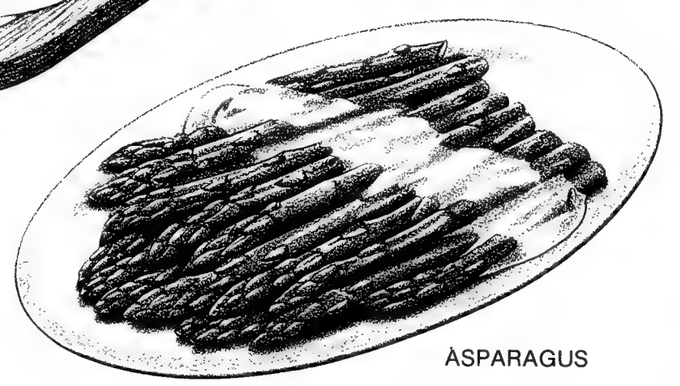




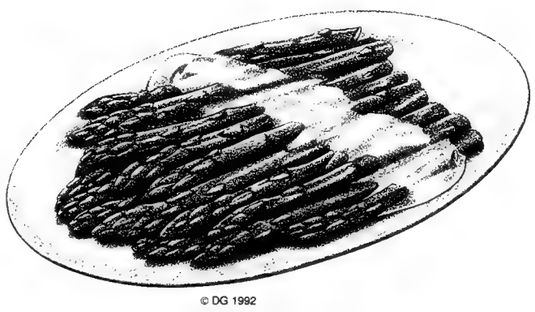


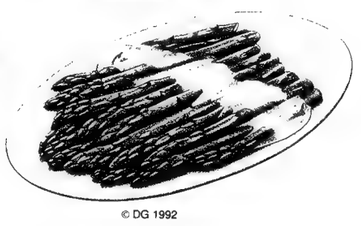


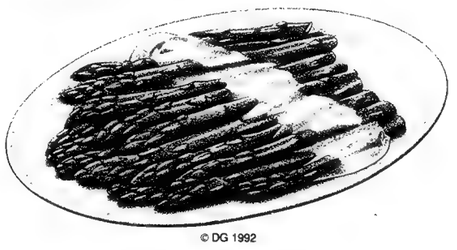
CABBAGE

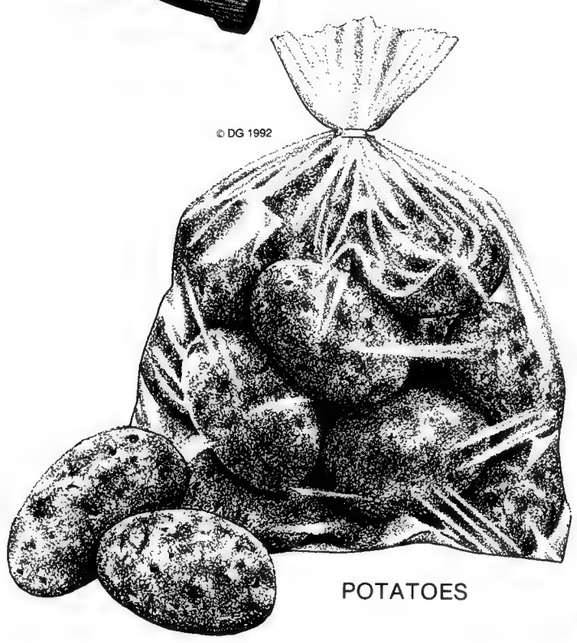


ASPARAGUS

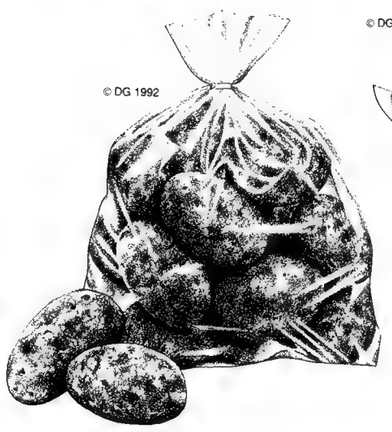


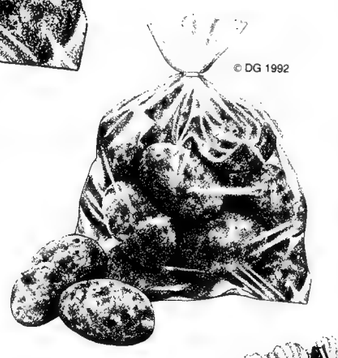


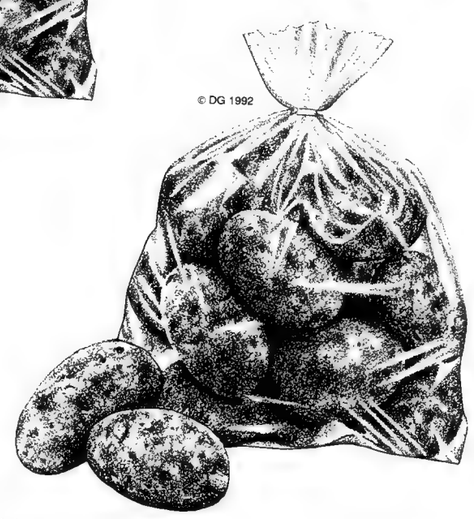


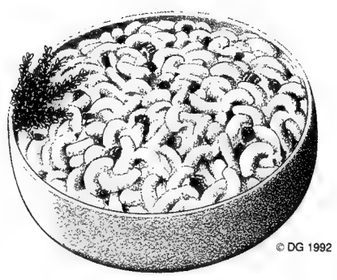


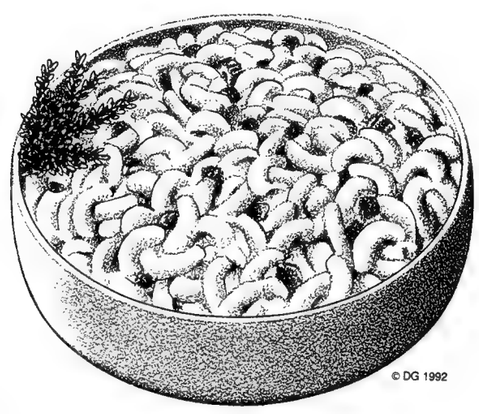
POTATOES





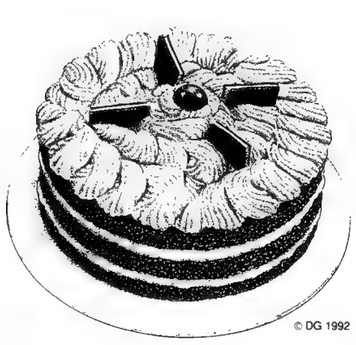


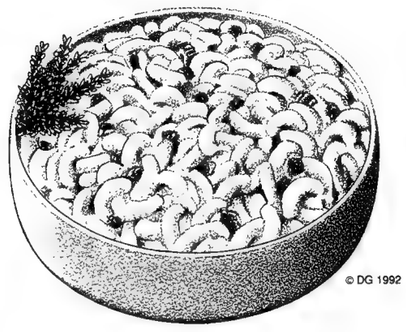




MACARONI SALAD

WHIPPED CREAM CAKE

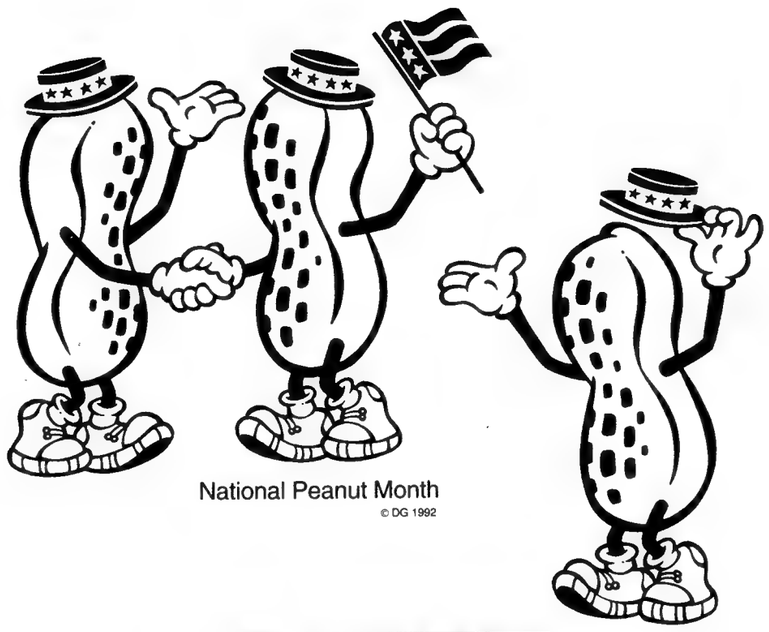




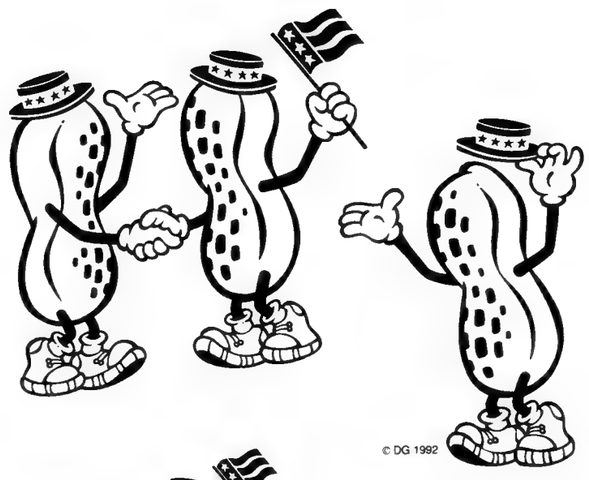
Promotional Tie-ins

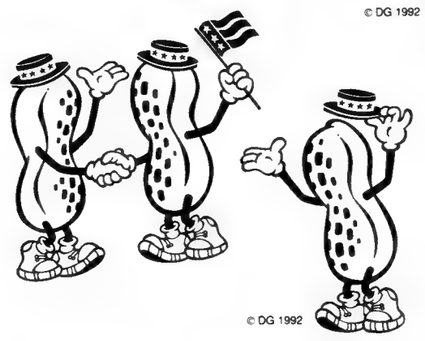
Get the *PMS* advantage with new tie-in illustrations every month. Special days, events, and observances for the month, plus seasonal themes, infuse your advertising with the immediacy, novelty, and graphic punch that get attention in any environment.

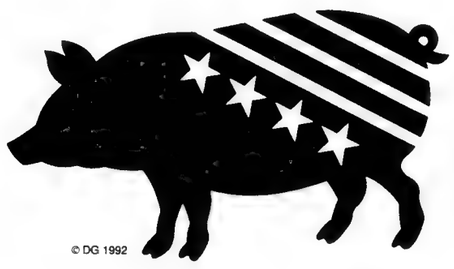
Use these illustrations to provide timely tie-in ideas for your promotions, or you can use the artwork for other advertising purposes.



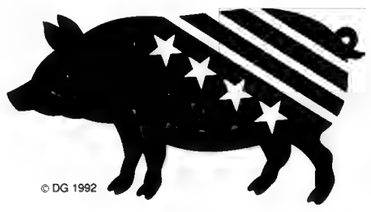
National Peanut Month

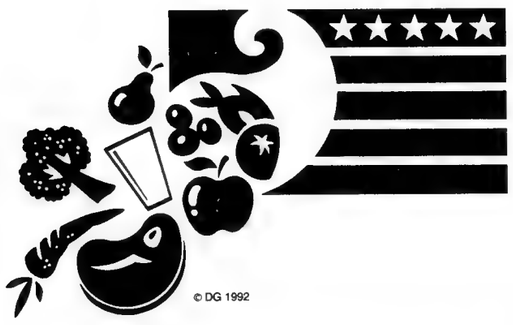




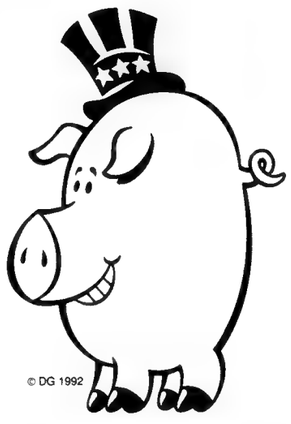


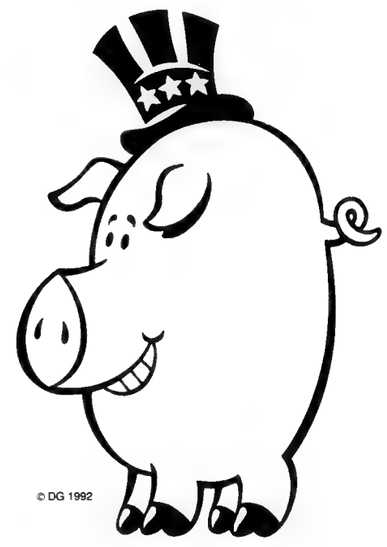
National Pig Day – March 1



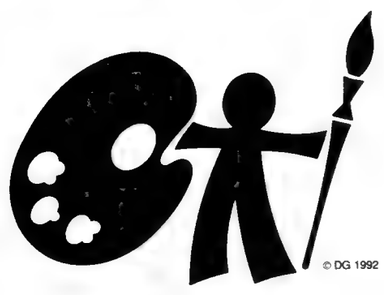


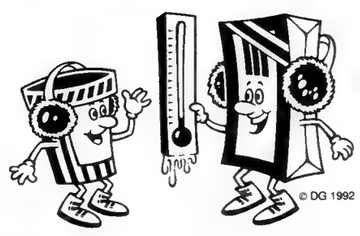
National Nutrition Month

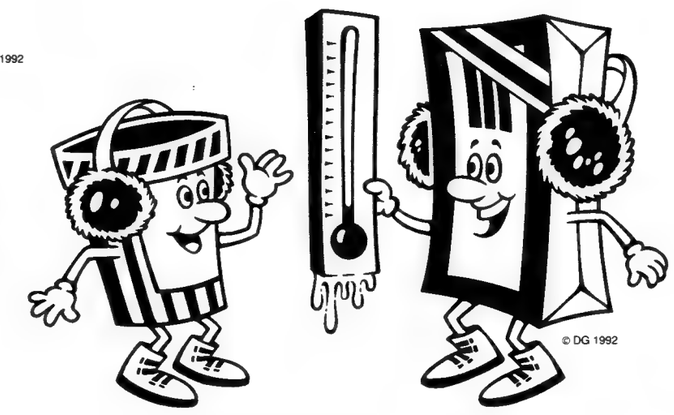




Youth Art Month



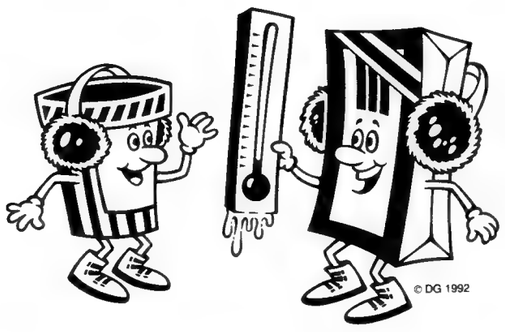


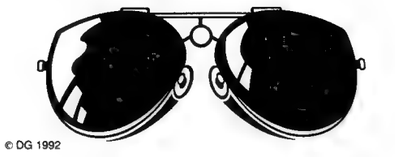


National Frozen Food Month

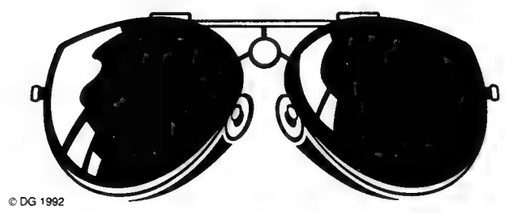
Music in Our Schools Month

International Working Women's Day – March 8

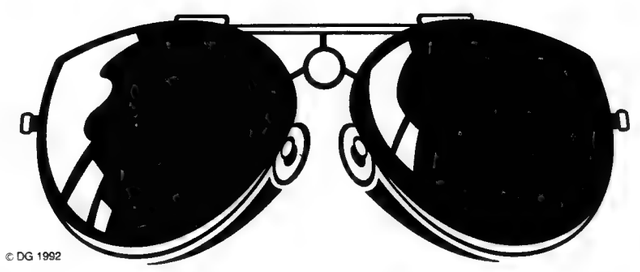




National Women's History Month



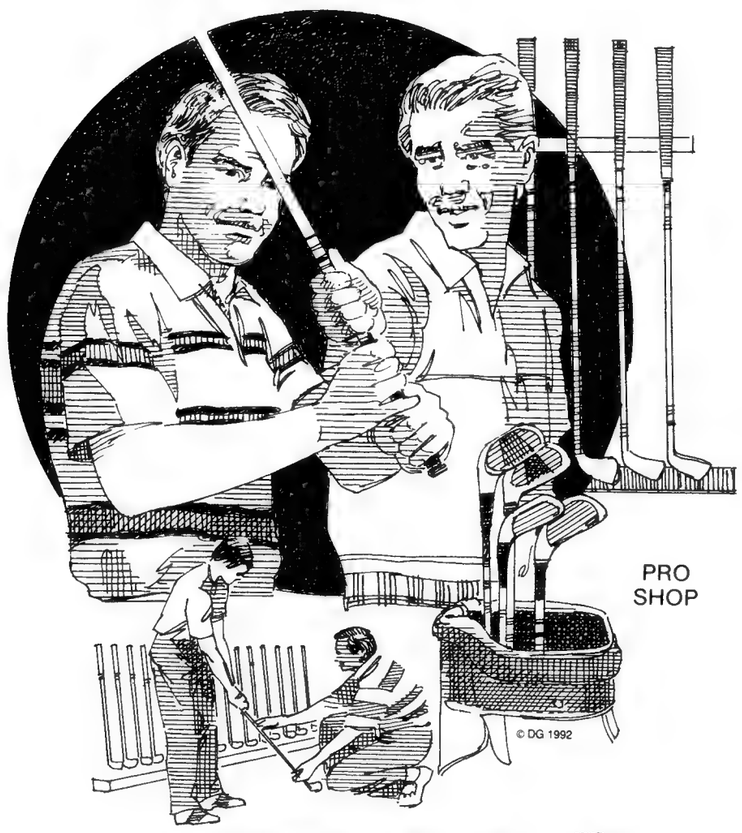
American Summer Camp Week – March 1 - 7



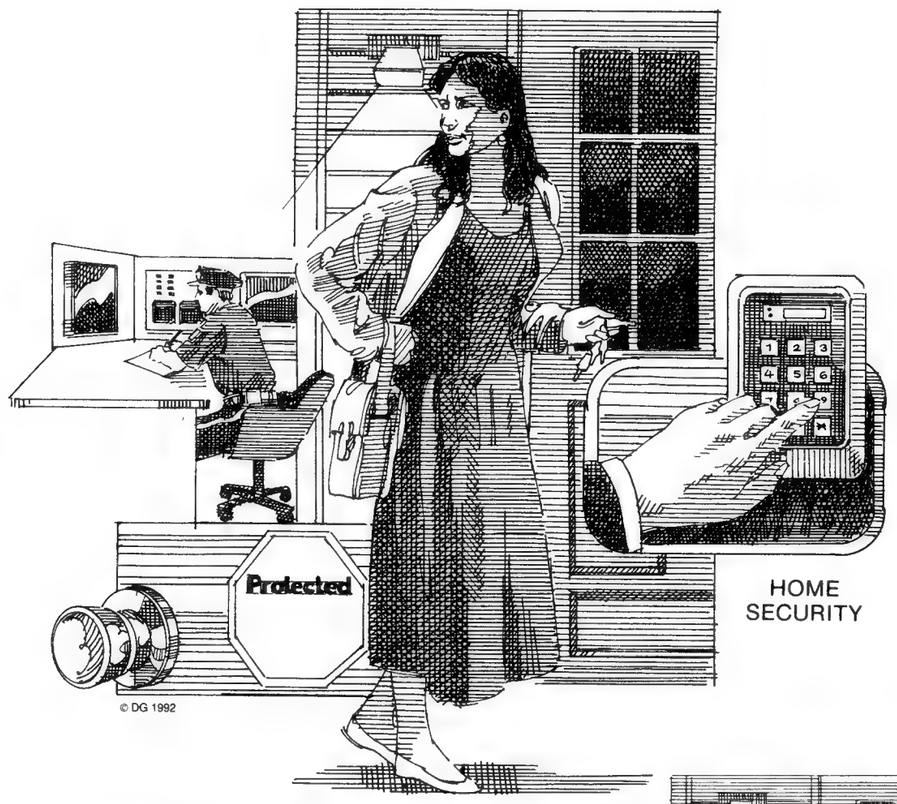
Save Your Vision Week – March 1 - 7

BUSINESS & COMMERCE

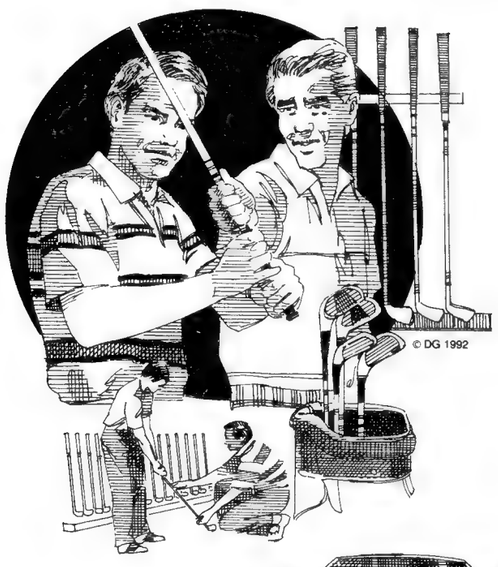
An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!



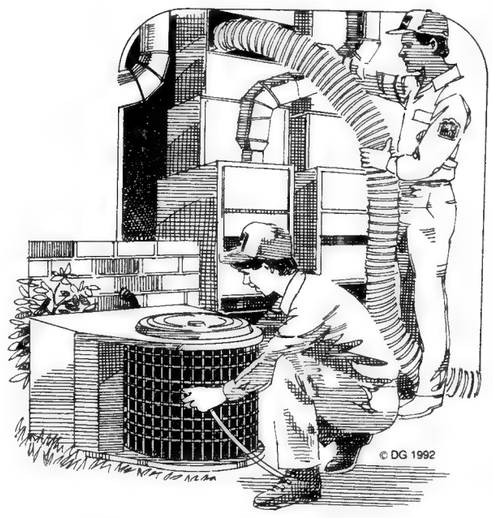
PRO SHOP

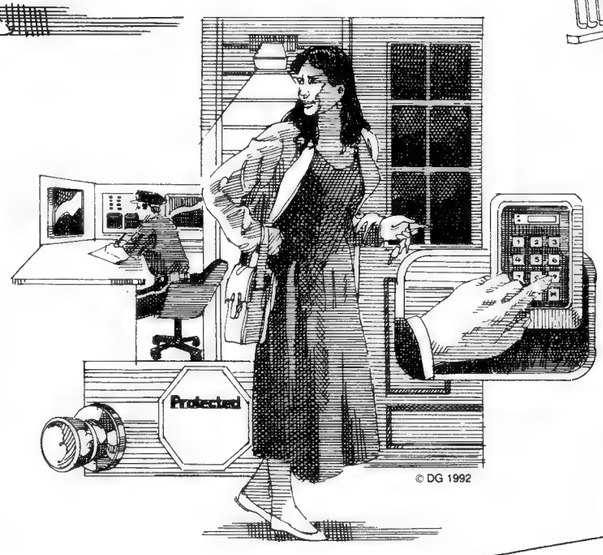


HOME SECURITY

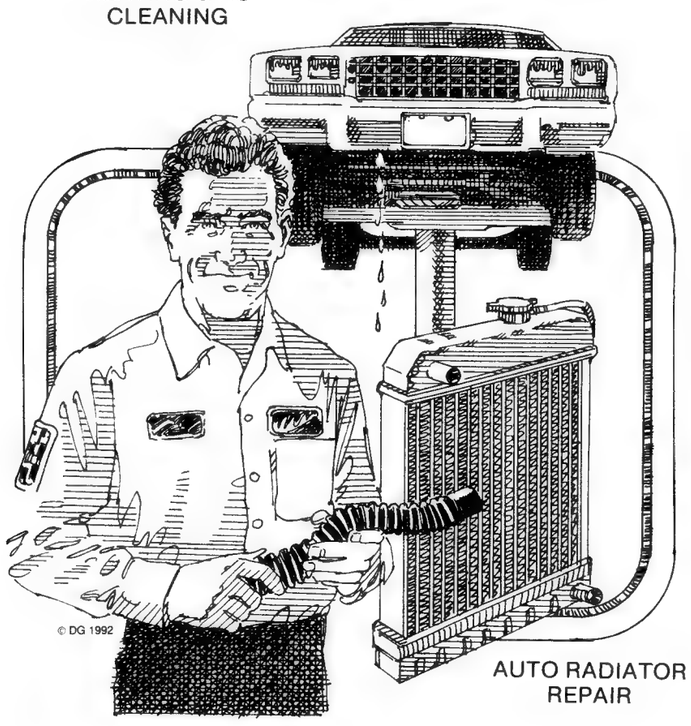


HEATING & AC CLEANING





ICE CREAM TRUCK

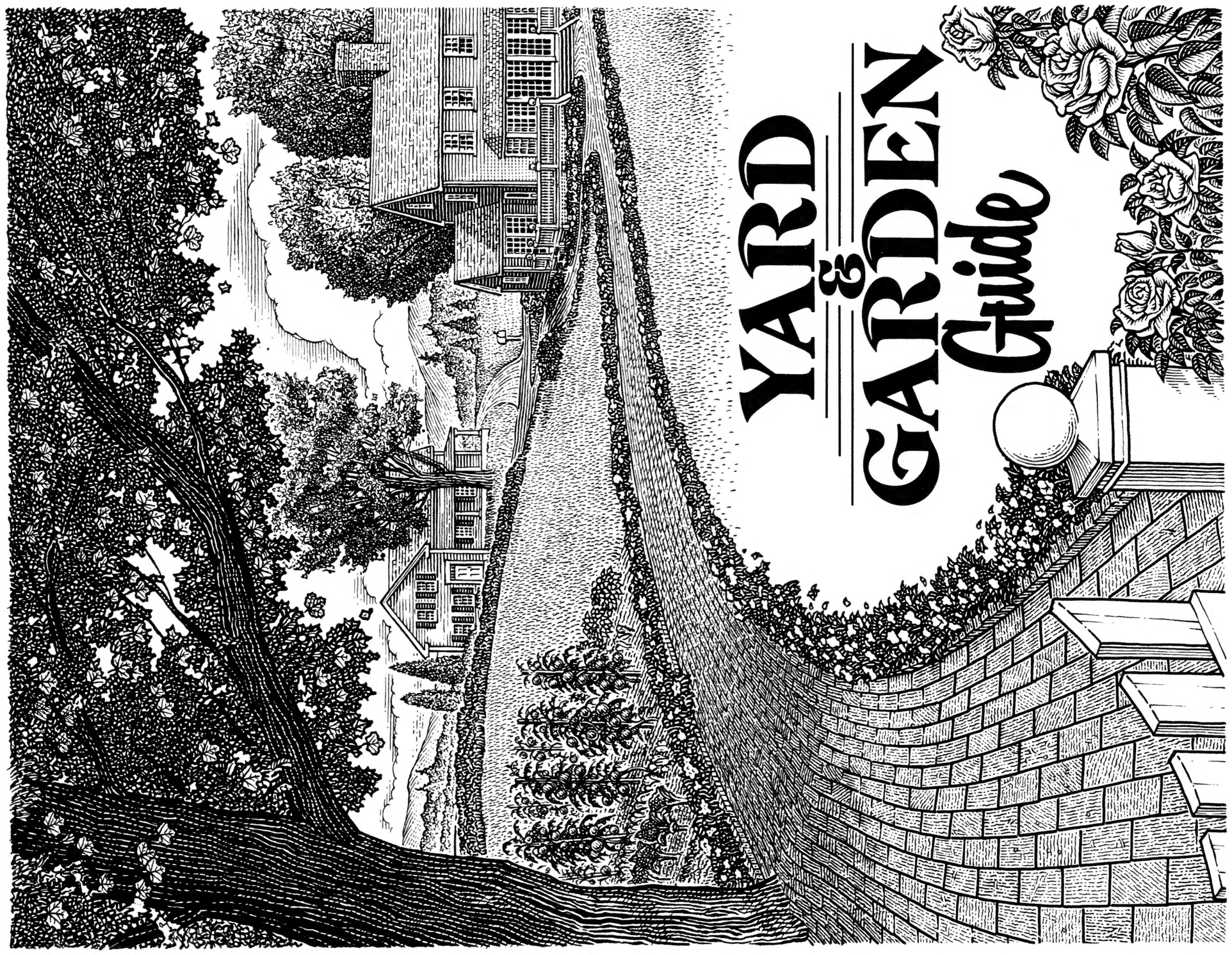


AUTO RADIATOR REPAIR

LANDSCAPING

PEST CONTROL

CYCLONE FENCING INSTALLATION



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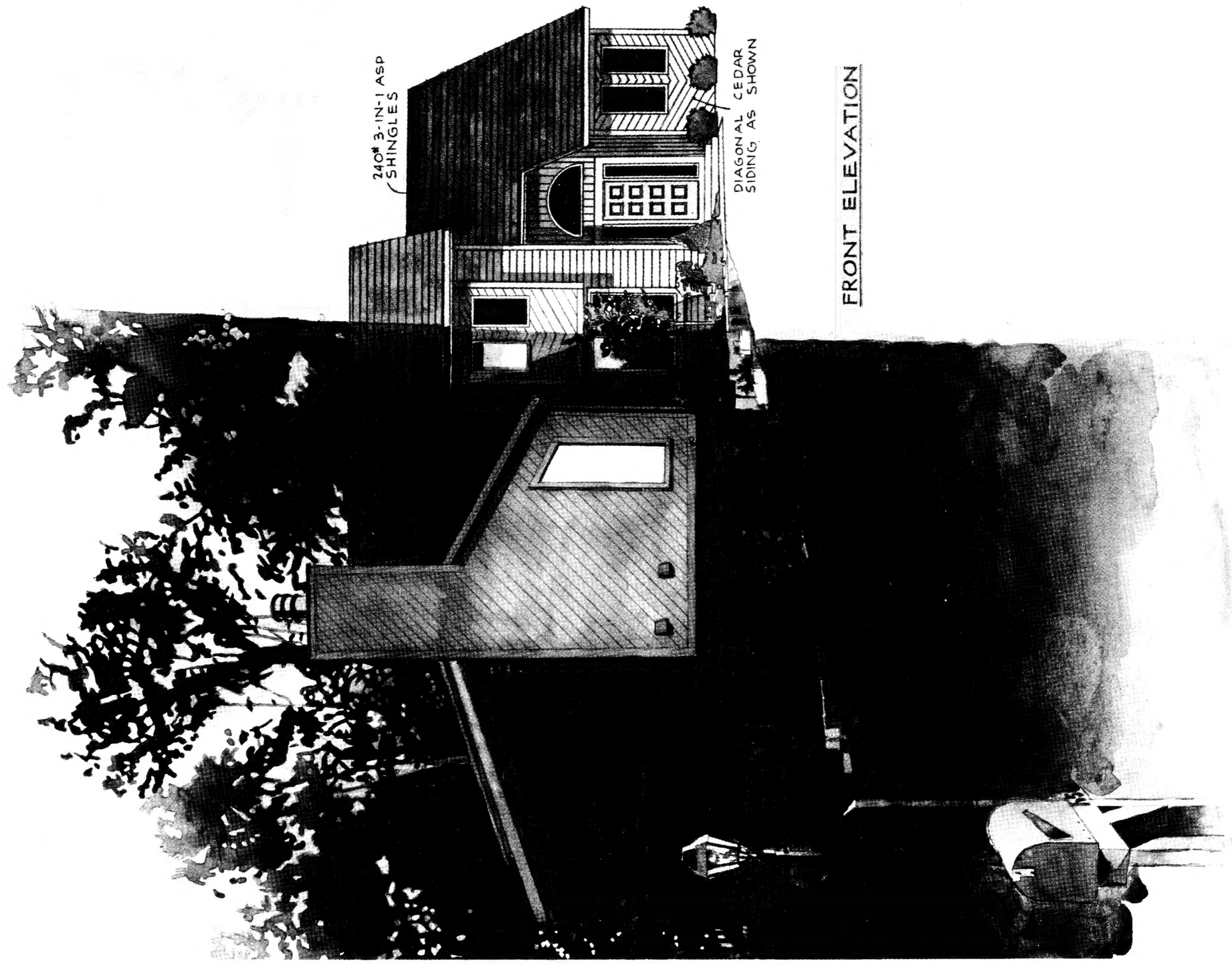
Shown below is the full color proof of the color separations appearing on pages 27 and 28.



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FRONT ELEVATION

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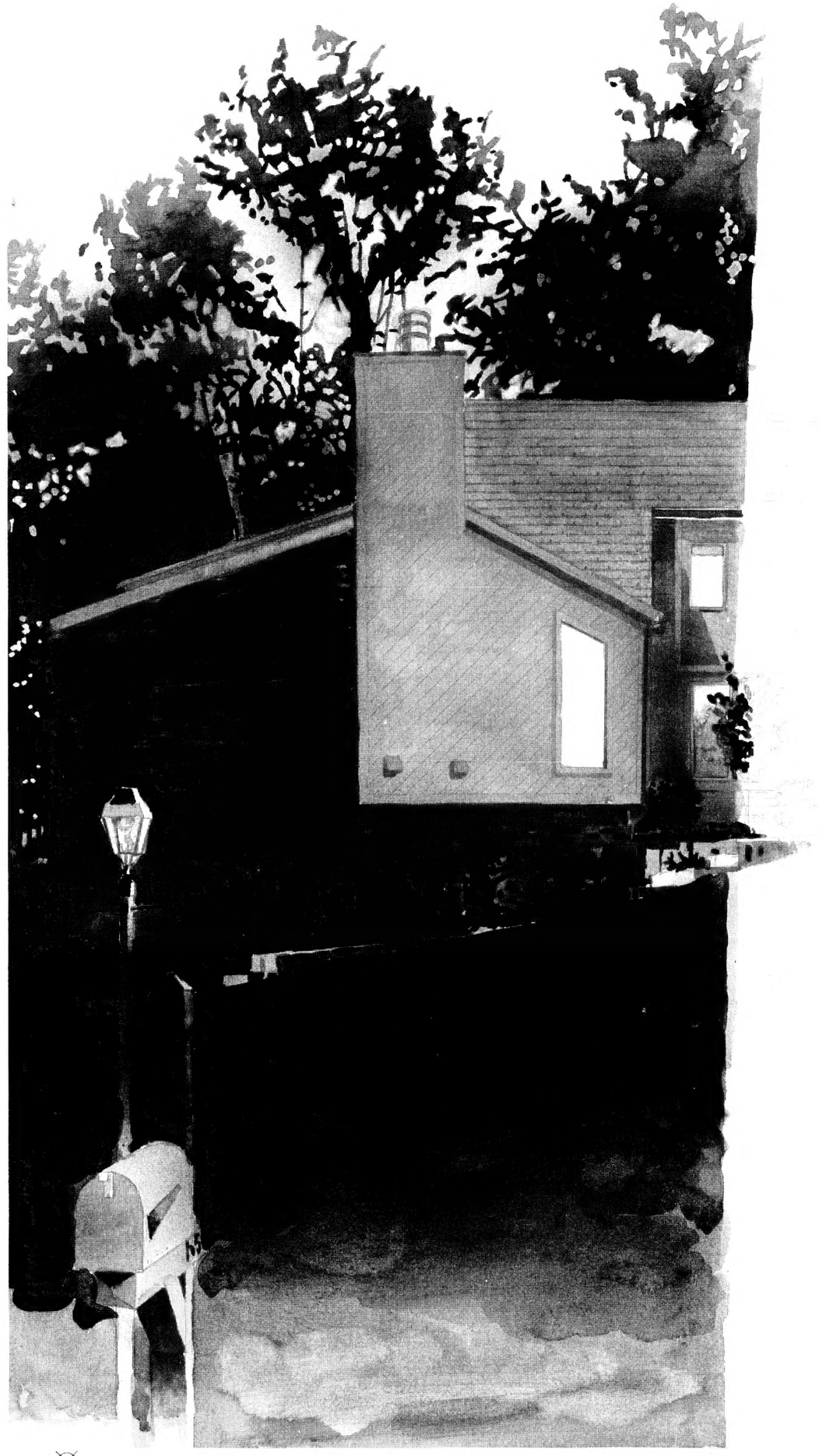
• RED PLATE



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• YELLOW PLATE

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This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

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• BLUE PLATE

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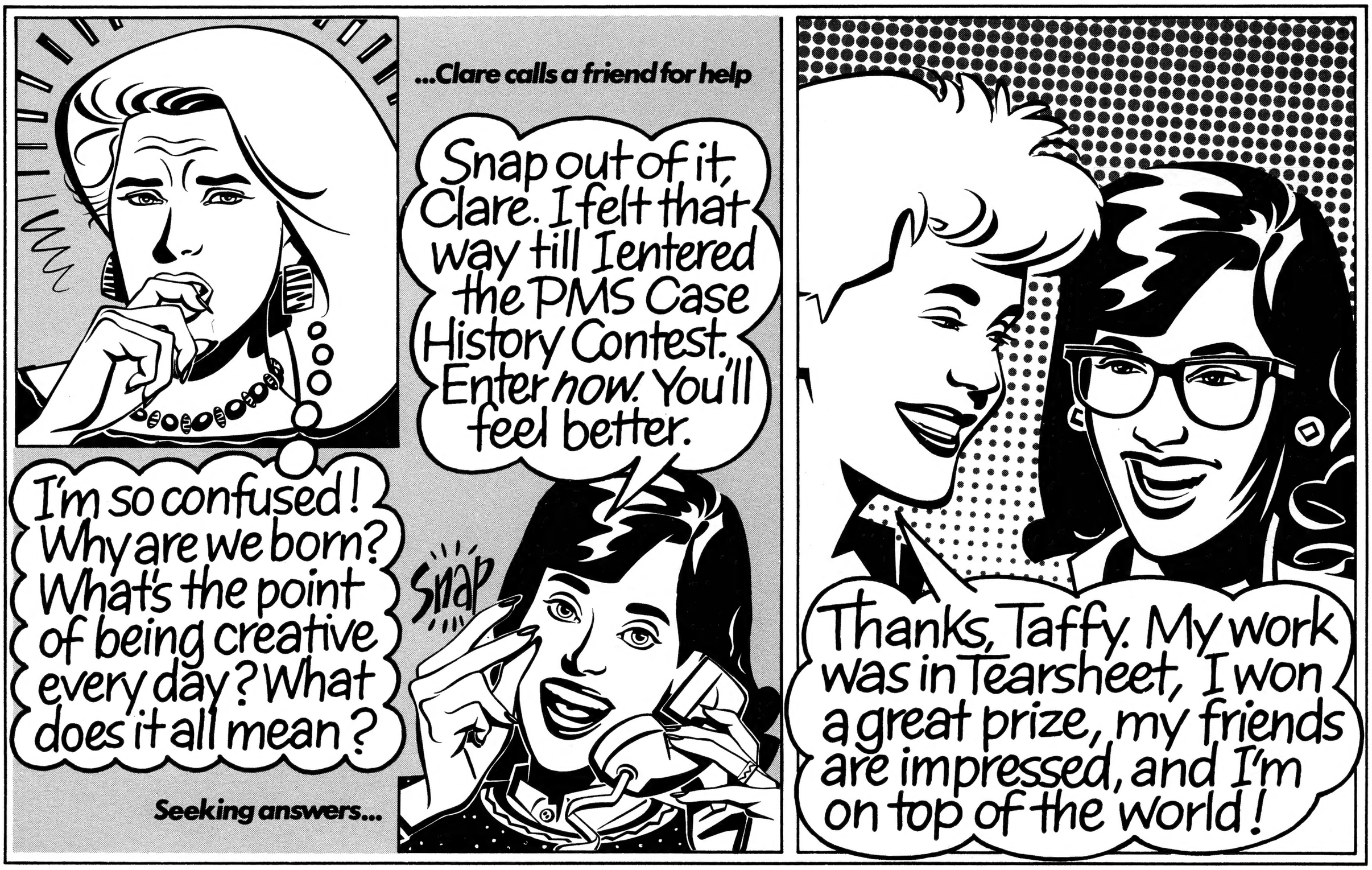
• BLACK PLATE

THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter *now*. You'll feel better.
SNAP
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

• • • • • • • • • ATTACH THIS FORM TO EACH ENTRY • • • • • • • • •

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.